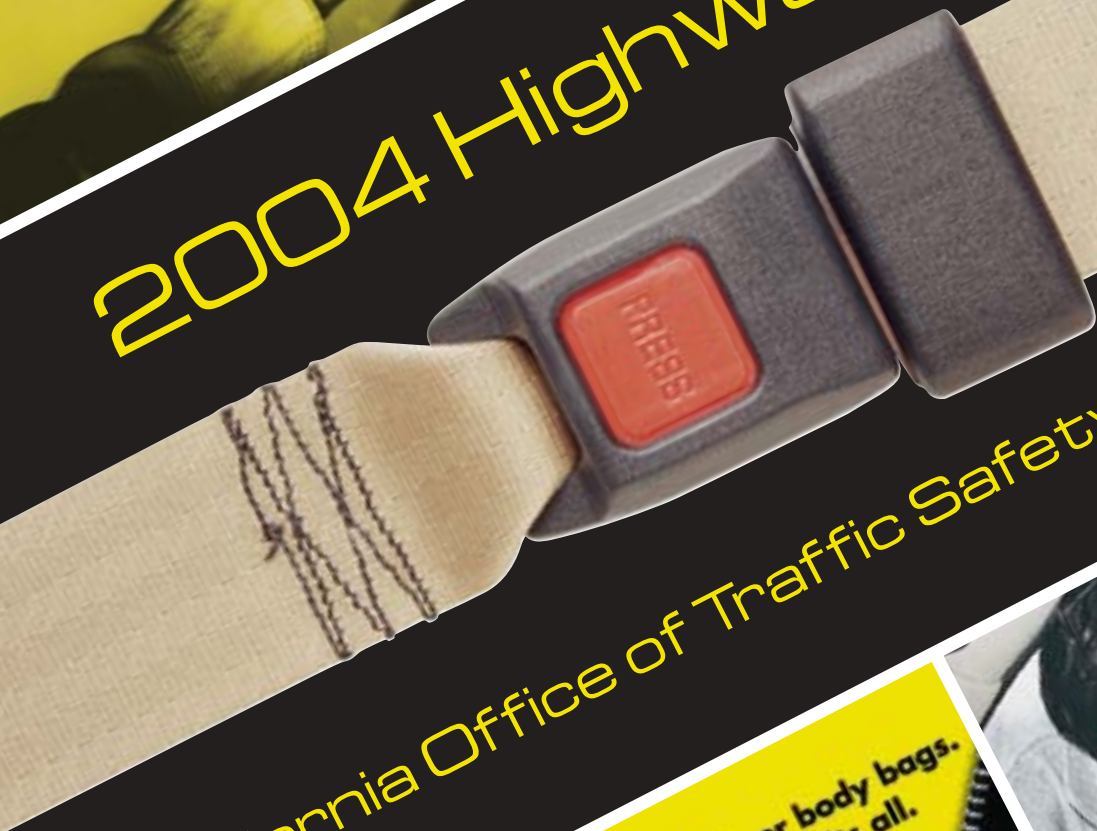




2004 Highway Safety Plan

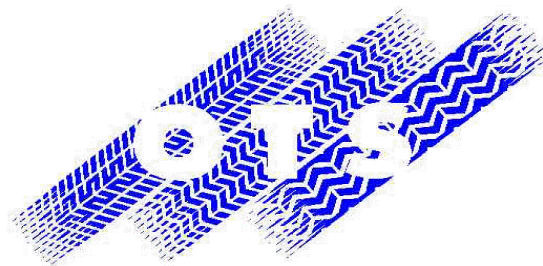


California Office of Traffic Safety



CALIFORNIA OFFICE OF TRAFFIC SAFETY

2004 HIGHWAY SAFETY PLAN



HIGHWAY SAFETY PLAN
FEDERAL FISCAL YEAR 2004
(October 1, 2003 through September 30, 2004)

PREPARED FOR

U. S. DEPARTMENT OF TRANSPORTATION
NATIONAL HIGHWAY TRAFFIC SAFETY ADMINISTRATION
AND
THE FEDERAL HIGHWAY ADMINISTRATION

PREPARED BY

OFFICE OF TRAFFIC SAFETY
Christopher J. Murphy, *Deputy Director*

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PART I

EXECUTIVE SUMMARY (PERFORMANCE PLAN)

PROCESS DESCRIPTION

Section 2900 of the California Vehicle Code requires the Office of Traffic (OTS) develop a comprehensive plan to reduce traffic collisions and deaths, injuries, and property damage resulting from collisions. The Highway Safety Plan (HSP) serves as California's application for federal funds available to states under the Transportation Equity Act for the 21st Century (TEA-21). The HSP describes California's highway safety problems, identifies countermeasures, provides qualitative and quantitative measurements to determine goal and objective attainments, and gives descriptions of all continuing and proposed new grants. The HSP presentation, contents, and format are designed to meet federal requirements.

Developing and implementing the HSP is a year round activity. The process begins by projecting state and community highway safety grant program funding levels on the basis of the best available information. After initial funding estimates are made, planned costs for all projects continuing into the next fiscal year are identified. Continuing costs are deducted from estimated total available funds to arrive at the net dollars for planning new programs. Each project displayed in the HSP (both new and continuing) will have the budgeted amount of funds for this fiscal year identified. For continuing projects, we are unable to recalculate each year's carry forward amount in order to show in outlying years. Actual figures are transmitted via other documents.

The grants are designed to address federally designated traffic safety priority areas that include police traffic services, alcohol and other drugs, occupant protection, pedestrian and bicycle safety, emergency medical services, traffic records and engineering. These priority areas correspond directly to specific problems in California.

The OTS grants selection process is very competitive. In November 2002, OTS mailed Requests for Concept Papers (RFCPs) to more than 3,000 eligible agencies outlining the opportunity to participate in the program and the requirements to compete for available funds. At the same time, the OTS internet website was updated with all of the information relevant to applying for a traffic safety grant, as well as downloadable forms to submit by the deadline dates.

OTS screens grantee applicants against both quantitative and qualitative criteria. The proposals are rated against several criteria including potential traffic safety impact; collision statistics and rankings; seriousness of identified problems; and performance on previous grants. Along with reviewing the proposals, OTS analyzes traffic safety data and information available from the following information sources:

- **The Statewide Integrated Traffic Records System (SWITRS)** - This system provides statewide collision-related data on all types of roadways, except private roads. The California Highway Patrol (CHP) receives collision reports (Form 555) from all local police agencies, in addition to collision reports from their own area offices. CHP maintains the statewide database. The year 2001 collision data used in this HSP represents provisional data only.
- **The Traffic Accident Surveillance and Analysis System (TASAS)** - This system provides data pertaining to state and interstate highways and includes detailed data on the location of collisions and roadway descriptions. The California Department of Transportation (Caltrans) maintains this database.
- **The Automated Management Information System (AMIS)** - This Department of Motor Vehicles (DMV) system contains records on all registered motor vehicles and all licensed drivers within the state.

- **The Arrest and Conviction File** - The Department of Justice (DOJ) maintains a record of all arrests made within the state, including the final disposition of each case.
- **Census Data** - The State Department of Finance provides population estimates.

Proposals from State and local agencies are carefully evaluated and selected for maximum statewide impact. OTS identifies applicant agencies with the greatest need and likelihood for success. The OTS proposal review process ensures that funded grants meet statewide performance goals as outlined in the annual HSP. By the deadline of January 31, 2003, OTS had received over 425 proposals for funding during fiscal year 2004.

After completing their analysis, OTS regional coordinators develop and present funding recommendations to OTS management. Once the Director determines OTS' funding recommendations, a meeting is held with the Business, Transportation and Housing (BT&H) Agency Secretary to present the OTS funding recommendations. On April 2, 2003, OTS staff met with the Agency Secretary and presented our recommendations for funding in fiscal year 2004. The BT&H Agency Secretary approved our recommendations for funding for fiscal year 2004. During a press event in the Central Valley city of Fresno, the Secretary announced the new grants, while at the same time, a statewide press release was sent out from Governor Gray Davis' office.

Upon receiving final funding approval from the BT&H Agency Secretary, OTS prepares a draft HSP for the BT&H Agency Secretary for approval. The state approved HSP is then submitted to the National Highway Traffic Safety Administration (NHTSA) Region IX office.

OTS' goal is for 90 percent of all new grants to become operational between October 1, 2003, and January 1, 2004. OTS regional coordinators monitor grantee project performance throughout the year through Quarterly Performance Reports and Grantee Performance Reviews.

ENHANCEMENTS TO THE CURRENT PROCESS

All application forms for grants are readily available on the OTS website. With all forms available on the site, agencies are able to easily download and complete the application process. The Request For Concept Papers process stresses the importance of involving community-based organizations (CBOs) in grant planning, activities, and funding. As a result, many of the concept papers included maximum utilization of CBOs. At this point, OTS requires that hard copies of the Concept Papers be mailed to OTS. However, OTS staff is currently analyzing the use of the Internet and email system as a medium for receipt of Concept Papers from the field.

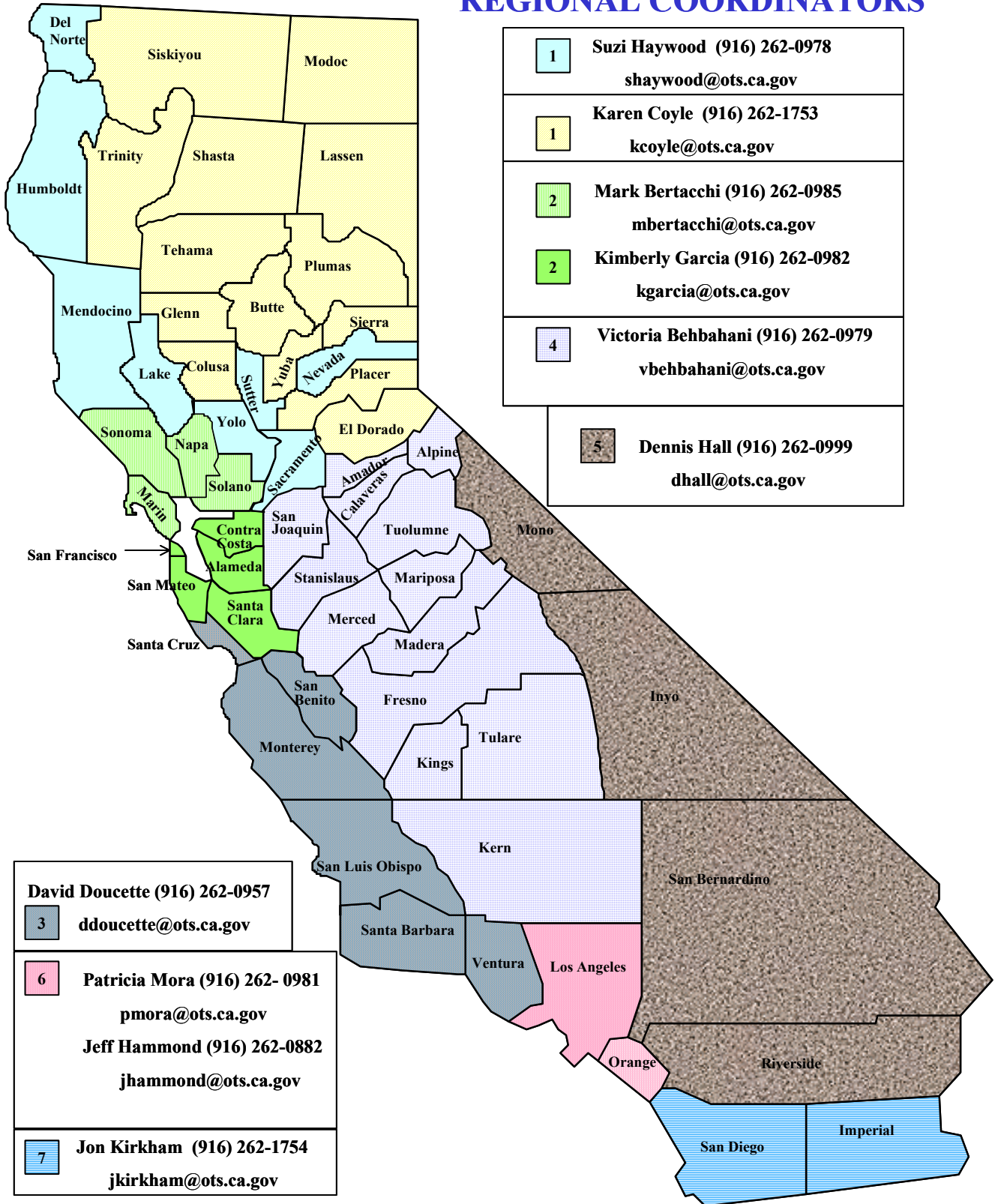
OTS grants staff is organized by region of the state. There are seven regions with twelve Regional Coordinators assigned to the ongoing 450+ grants. The regional grant assignments provide OTS Regional Coordinators the ability to network with cities and encourage proposal submittals from agencies with disproportionate traffic safety problems and who may have not received a recent or even a prior OTS grant. Another advantage of regional grant assignments is that local governmental agencies only have to contact a single OTS grant coordinator for information on various program areas. The regional concept helps build synergy within the region and is resulting in more comprehensive local grant programs. Additionally, the OTS regional grant assignments allows the grant coordinators to develop expertise in all program areas. Because the Coordinators are familiar with their region, they have helped to develop regional projects whereby one agency is the host and becomes the conduit for funding for several other agencies. This streamlines the process for all the local agencies as well as for OTS program and fiscal staff. Refer to page 04-I-4 for regional map and appropriate OTS Regional Coordinator contact.

The OTS website is constantly being reviewed to ensure a customer friendly site that meets the needs of agency personnel throughout the state. The site contains all the forms necessary to apply for a grant with information on timelines for submission. It also contains two databases that provide information on crash statistics and grants. Utilizing the most recent SWITRS data, the crash database allows you to search for a California city or county and see a picture of the crash problem specific for that area. The data includes overall rates, alcohol involved, speed related, pedestrian and many other categories. Each city is grouped by population category, thereby allowing for a comparison to other cities of like population. The grants database contains all the grants that are currently active. As in the crash database, you can select any city in the state and view all the current projects. The data provides an overview of the grant with contact information. Also included on the OTS website are sample concept papers and program blueprints. There is also a site for teachers, teens and younger children where they can get information for school and play a traffic safety game with the California Highway Patrol mascot, Chipper.

In June 2003, the BT&H Agency Secretary approved OTS recommendations for funding new grants in 2004. Since that time, OTS staff has been working diligently to conduct on site assessments and begin to develop draft applications. OTS Regional Coordinators have conducted regional meetings with grantees to help develop programs. These meetings provide the grantees with the opportunity to discuss grant requirements and to have questions answered by OTS staff. OTS staff also conducts one-day trainings led by the OTS auditor and regional coordinators. These trainings provide information on all aspects of grants, from allowable costs through revisions to projects. New 2004 projects and selected continuing projects will be required to send the Project Director and a representative from the local Fiscal Department to these workshops. There will be two one-day sessions in each of the regions beginning in October 2003.

OTS staff is always on the lookout for ways to streamline our reporting processes, while maintaining the integrity of the documents and meeting all state and federal requirements. As such, this year's HSP reflects the use of more tables in the program areas. The task description provides a narrative overview of the projects within the task; while the table provides a listing of the items to be funded and information on activities, target audiences, etc. In addition, during last year, the OTS staff reviewed several other states' Annual Progress Reports (APR) to determine if we could use them as a guide to revamp our APR. We were very successful in producing an APR for fiscal year 2002 that is significantly shorter, less wordy and much more pleasing to the eye. At the same time, we were able to include everything needed to comply with national requirements and include relevant information for our customers in California. We have received several compliments on the APR from within California as well as from other state Offices of Traffic Safety.

REGIONAL COORDINATORS



PROBLEM IDENTIFICATION OVERVIEW

The U.S. Department of Transportation, NHTSA, defines a highway safety collision problem as “an identifiable subgroup of drivers, pedestrians, vehicles or roadways that is statistically higher in collision experience compared to normal expectations.” The fact that a subgroup is over represented in collisions may suggest there is some characteristic of the subgroup that contributes to the collisions. A contributing factor can be defined as an identifiable characteristic of drivers, pedestrians, vehicles, or roadways that are statistically higher in collision experience as compared to normal expectations.

Isolating and identifying a contributing factor is a great advantage in the planning and selection of countermeasures. If contributing characteristics can be identified and corrected, the collision experience of the subgroup can be improved, resulting in a reduction of traffic collision fatalities and injuries.

OTS uses data sources to identify emerging problem areas, as well as to verify the problems identified by the agencies that have submitted proposals for funding consideration. The problem identification process includes the development of collision rates for each California city and county (OTS Collision Rankings). The rates are calculated for population and vehicle miles of travel. The OTS Collision Rankings are available for public viewing on the OTS website.

Cities within population groupings are contrasted to determine if their collision rates are above or below the mean for cities in their category. Cities above the mean are targeted for more in-depth analysis. OTS staff solicits proposals with agencies that have significant problems, but who have not submitted proposals to address identified problems.

A profile of each jurisdiction is available and contains the following:

- Traffic collisions (fatal and injury collisions by city, county) along with information on collisions that involve alcohol/drugs, speed, hit-and-run, nighttime, Had Been Drinking (HBD) Drivers, pedestrians, and bicyclists.
- Demographic variables (e.g., age distribution).
- Driving under the influence (DUI) arrests.
- Primary Collision Factors (PCF) (e.g., unsafe speed, hit-and run, nighttime etc.).
- Normalizing variables (e.g., population and vehicle miles of travel).

Additional data elements can be added to the database as needed. OTS staff was trained to use the database as an additional tool for problem identification. Staff knowledge, experience and judgment continue to be important considerations in identifying problems and selecting jurisdictions for funding.

Problem identification involves the study of relationships between collisions and the characteristics of population, licensed drivers, registered vehicles and vehicle miles. Drivers can be classified into subgroups according to age, sex, etc. Vehicles can be divided into subgroups according to year, make, body style, etc. Roads can be divided into subgroups according to number of lanes, type of surface, political subdivision, etc. Collisions can be further analyzed in terms of the time, day and month; age and sex of drivers; primary collision factor; and usage of safety equipment.

Other factors also influence motor vehicle collisions and should be considered in conducting comparative analyses between jurisdictions. For example, variations in composition of population, modes of transportation and highway system, economic conditions, climate, and effective strength of law enforcement agencies can be influential. The selection of collision comparisons requires the exercise of judgment.

PROGRAM/PROJECT DEVELOPMENT

The process of selecting new grants for federal fiscal year (FFY 2004) included the following major steps:

- Conduct problem identification.
- Establish goals and objectives.
- Review concept papers.
- Develop funding recommendations.
- Present funding recommendations to the BT&H Agency Secretary for approval.
- Conduct a media event to announce grant awards.
- Prepare Highway Safety Plan.
- Conduct project onsite reviews.
- Review draft project agreements.
- Approve final project agreements.
- Conduct Pre-operational reviews.

The OTS grant program stresses a community based approach giving communities the flexibility to structure highway safety programs in a way that meets their needs yet in a manner consistent with OTS' statewide goals. Virtually all strata of society will be reached including various racial and ethnic groups, infants, children, teens, young adults and the elderly.

OTS funded grants address federally designated traffic safety priority areas that include police traffic services, alcohol and other drugs, occupant protection, pedestrian and bicycle safety, emergency medical services, traffic records and engineering. Grants funded in the police traffic services; alcohol and other drugs, occupant protection, and pedestrian/bicycle safety are measured against aggressive yet attainable goals. The remaining priority areas (emergency medical services, traffic records, traffic engineering) support traffic safety goals through improved problem identification and analysis, along with better response times to collisions.

The federal priority program areas correspond directly to three specific problems in California: Child Safety, Driver Behavior, and Traffic Congestion Relief.

Child Safety

The target of many protective programs, child safety covers a broad spectrum of issues and specific problem areas. A review of the top five causes of fatalities in 2001 among California children 5-12 years of age shows the following progression: 1) motor vehicle traffic, pedestrian (39); 2) motor vehicle occupant (37); 3) drowning/submersion (28); 4) motor vehicle traffic, unspecified (23); and 5) homicide (17). This shows that of the total 144 deaths, 76 or 53 percent were motor vehicle related.

California's booster seat law, one of the toughest in the nation mandates the use of child restraint systems for children up to six years of age or 60 pounds. California also leads the nation in the recognition of the problems associated with children being in and around cars. The California born organization, KIDSNCARS, has been in the forefront of the fight to alert the nation about run over deaths as well as deaths due to children being left alone in vehicles. In California, the hot summer months are very dangerous for children if they are left alone in a vehicle. KIDSNCARS was successful in passing a new law in California, Kaitlin's Law, which provides for a \$100 fine given to a person responsible for leaving a child six years or younger unattended in a motor vehicle if the child is placed at a significant safety risk, or the vehicle's engine is left running or the vehicle's keys are left in the ignition.

Driver Behavior

Whether caused specifically by speeding, driving under the influence, or improper passing, driver behavior is an underlying cause in virtually all traffic mishaps. The breadth of this category is sufficient to encompass the specific needs of local law enforcement as well as more generalized traffic safety problems faced by statewide organizations. Some of the specific driver behavior issues include aggressive driving, DUI, inattentive and distracted driving (e.g., cell phones, audio tapes, etc.), drowsy driving and older adult safety.

In 2002, the OTS commissioned a telephone survey of 405 Californians aged 19 to 25. The study examined knowledge, attitudes, beliefs, and practices concerning driving after drinking. Some interesting highlights in light of driver behavior include 1) alcohol consumption was inversely related to the frequency of always using a seatbelt; 2) respondents who had too much to drink and thought they couldn't drive home safely typically drove themselves home; 3) over half of the respondents reported that it was very easy for persons under 21 to get alcohol; and 4) 47 percent of respondents reported that it would take three or more drinks for them to become an unsafe driver. This and other data from California was used in an Alcohol Forum that brought together a collection of traffic safety professionals from throughout the state. At the Forum, recommendations to address this age group were discussed

Another action that could be attributed to behavior is the disregard of the seat belt laws. While California received the highest grade in the nation for efforts to increase seat belt usage (the only A grade in the nation), our 91.1 percent usage rate equates to about \$3 million people not using their seat belts. This grim reality results in nearly half of all fatalities being unrestrained. During 2002, California commissioned research that preceded a major statewide seat belt public information campaign. The research included a statewide phone survey of 1,603 people and one-on-one interviews with 141 people asking questions about their use or nonuse of seat belts. The two major findings were consistent with National findings in that most people said "I'm only going a short distance" and/or "I forget." Two other factors discovered were that 1) seat belts are in some sense uncomfortable; and 2) non-compliers are more likely to buckle up if they are reminded to do so while they are in the car. Given the responses, a campaign was designed around the slogan "Seat Belts – Remember or Be Remembered." The slogan was focus tested in both English and Spanish and a major campaign was developed. The campaign included television, radio, print, billboards and pamphlets that were delivered by local law enforcement agencies.

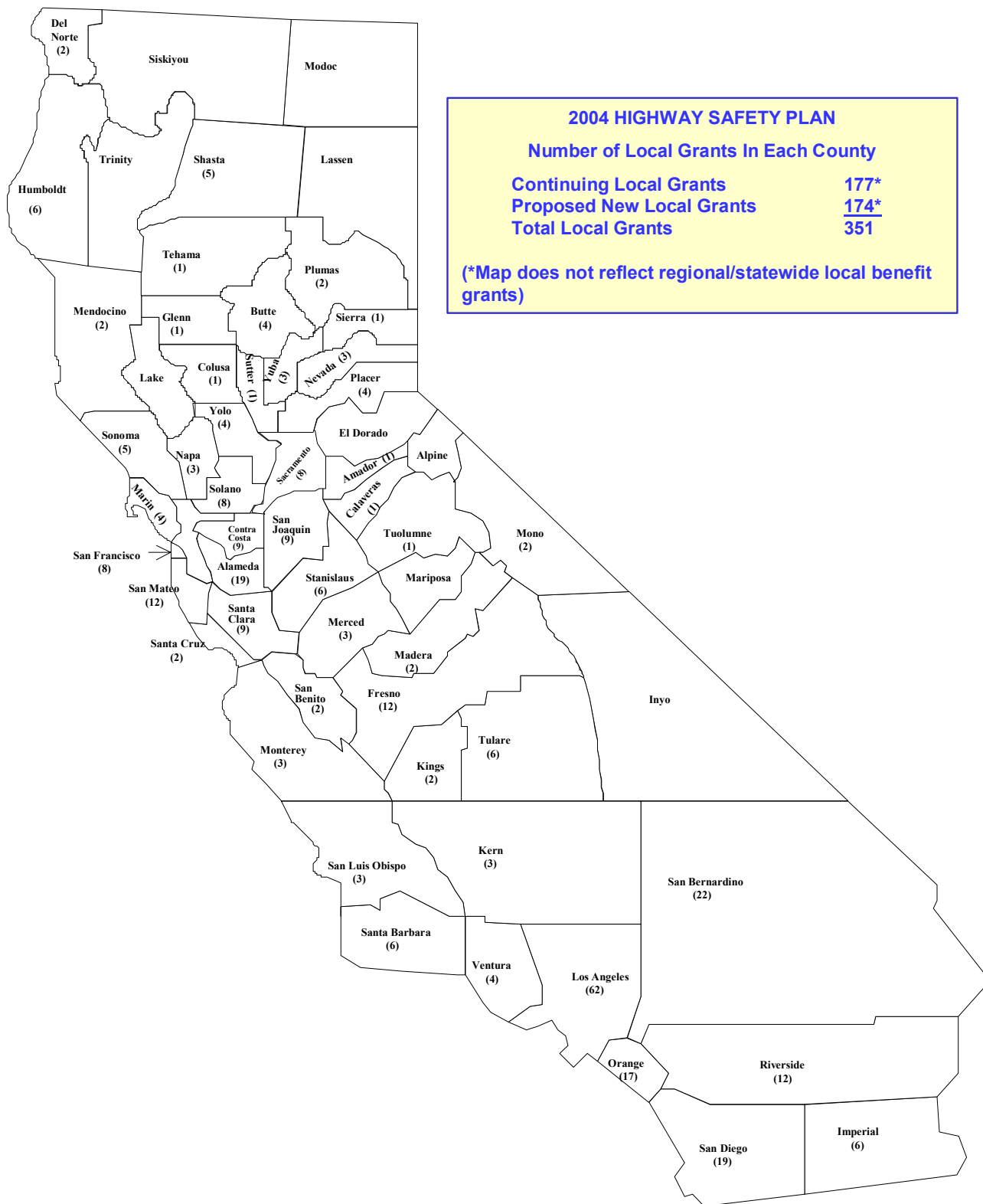
Traffic Congestion Relief

A recent report, released by the Texas Transportation Institute, found that congestion is costing Americans \$68 billion each year in wasted time and fuel. The report showed that by several measures, Los Angeles had the worst traffic with San Francisco one of the runners up. It is no stretch to assume that much of the congestion is caused by traffic crashes. California traffic congestion is growing at an average annual rate of ten percent, which translates into delay costs of approximately \$10,000,000 per day to the traveling public and the goods movement industry. Without effective action now, congestion will get even worse in the future. By the year 2010, California's population is expected to increase by six million people (from just over 34 million in 2000, to over 40 million people in 2010), with a corresponding increase in vehicle miles of travel of around 27 percent. Consumption of goods will grow by as much as 50 percent and production will expand at almost the same rate. The volume of goods moved is expected to increase by 46 percent.

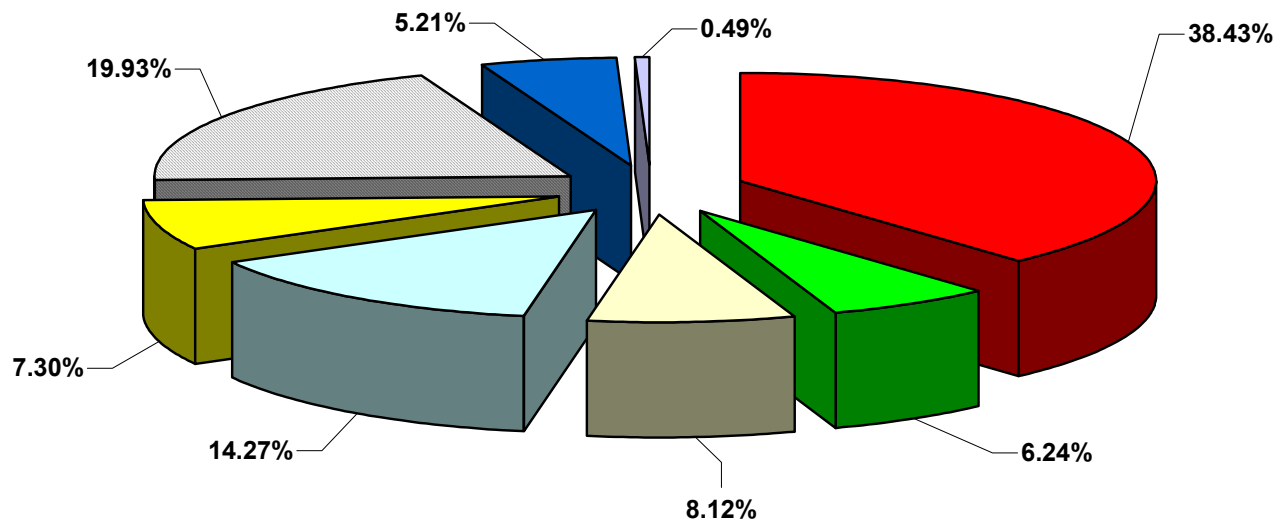
Solutions to traffic congestion cannot solely rely on roadway infrastructure expansion that is costly and difficult to provide in dense urban areas. Expansion and integration of transportation demands comprehensive future oriented planning by transportation professionals at both the state and local levels. In addition, new or expanded mass transportation methods and the use of intelligent transportation systems must be evaluated to achieve a balanced transportation system.

The 2004 HSP includes 321 mini grants, 413 grants; 212 grants continuing from prior year(s) and 201 new grants. The table shown below reflects proposed new grants and continuing grants by program area and their relationship to the three impact areas.

GRANTS (FFY 2004)				IMPACT AREAS		
PROGRAM	PROPOSED (NEW)	CONTINUATION	TOTAL	CHILD SAFETY	DRIVER BEHAVIOR	TRAFFIC CONGESTION RELIEF
Alcohol & Other Drugs	81	94	175			√
Alcohol & Other Drugs (Mini-Grants)	134	-	134			√
Community Based Organizations Program	11	20	31		√	√
Emergency Medical Services	34	9	43			√
Occupant Protection	9	15	24	√	√	√
Occupant Protection (Mini-Grants)	185	-	185	√	√	√
Pedestrian & Bicycle Safety	21	18	39	√	√	√
Police Traffic Services	26	40	66	√	√	√
Roadway Safety	17	11	28			√
Traffic Records	2	5	7			√
TOTAL	520	212	732			

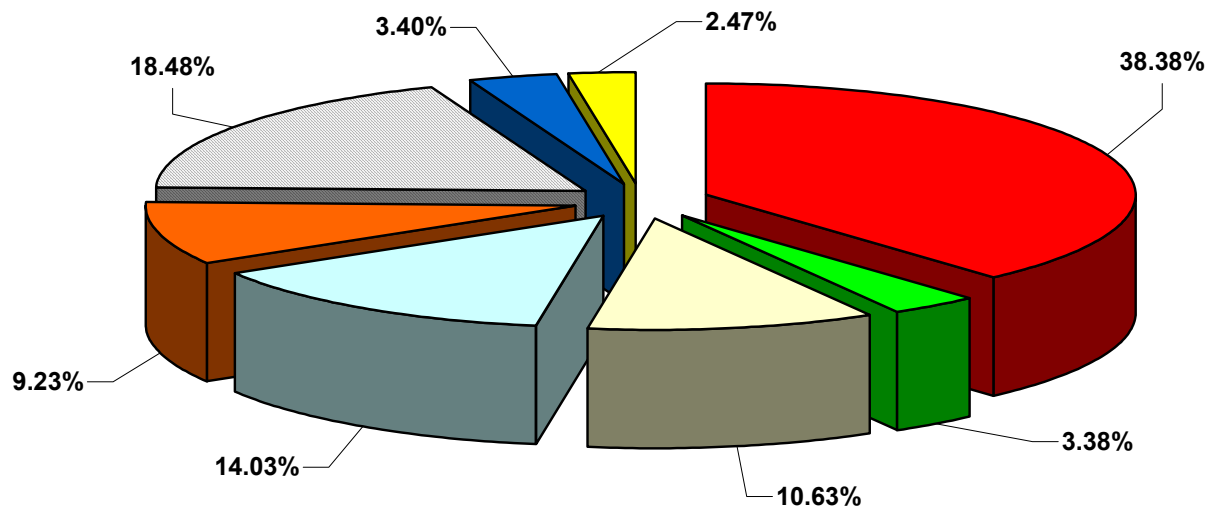


FIRST YEAR COSTS OF NEW FFY 2004 GRANTS BY PROGRAM AREA (\$25,487,004.00)



ALCOHOL & OTHER DRUGS	\$9,795,462.00
EMERGENCY MEDICAL SERVICES	\$1,591,206.00
COMMUNITY BASED ORGANIZATIONS	\$2,069,012.00
OCCUPANT PROTECTION	\$3,637,618.00
PEDESTRIAN & BICYCLE SAFETY	\$1,860,848.00
POLICE TRAFFIC SERVICES	\$5,079,749.00
ROADWAY SAFETY	\$1,327,354.00
TRAFFIC RECORDS	\$125,755.00

**PLANNED FUND DISTRIBUTION
BY PROGRAM AREA
ALL ACTIVE GRANTS IN FFY 2004
(\$47,984,818.00)
(Section 164 Hazard Elimination Funds Not Included)**



■	ALCOHOL & OTHER DRUGS	\$18,416,029.00
■	EMERGENCY MEDICAL SERVICES	\$1,622,228.00
■	COMMUNITY BASED ORGANIZATIONS	\$5,099,534.00
■	OCCUPANT PROTECTION	\$6,733,978.00
■	PEDESTRIAN & BICYCLE SAFETY	\$4,429,351.00
■	POLICE TRAFFIC SERVICES	\$8,865,293.00
■	ROADWAY SAFETY	\$1,633,117.00
■	TRAFFIC RECORDS	\$1,185,288.00

GOALS

PROCESS FOR DEVELOPING GOALS

The goals identified in this report were determined in concert with the problem identification process. The goals were established for the various program priority areas (e.g., Alcohol and Other Drugs, Police Traffic Services, Occupant Protection, etc.); the specific thresholds and target dates were set based on past trends and our experience in California.

HSP goals are accompanied by appropriate performance measures and a description of the data sources used. Performance measures include one or more of the following:

- Absolute numbers (e.g., the number of alcohol-involved collisions).
- Percentages (e.g., the number of alcohol-involved collisions as a percent of total number of collisions).
- Rates (e.g., the number of alcohol-involved collisions per 1,000 population).

Collisions include fatal and injury collisions only. Graphs and charts are used to present historical trends and goals. Data for a three to ten-year period was utilized in setting goals. This was supplemented by the judgment of OTS staff and management.

OVERALL PROGRAM GOAL

To facilitate activities/programs which contribute toward reducing the mileage death rate (MDR) from the 2002 rate of 1.27 fatalities per 100,000,000 vehicle miles of travel (VMT) to 1.0 by the year 2008. The state is currently at an MDR level of 1.27, while the national MDR is 1.51.

OTS recognizes that achievement of quantified goals is dependent not only on the work of OTS, but also on the collaborative and ongoing efforts of a multitude of governmental and private entities involved in improving highway safety. Over the last five decades the average decline in the mileage death rate has been 30 percent per decade. Advances in vehicle safety technology, coupled with traffic safety legislation, expanded participation by the public health and private sectors, and aggressive traffic safety education, enforcement and engineering programs, should make the projected decline achievable.

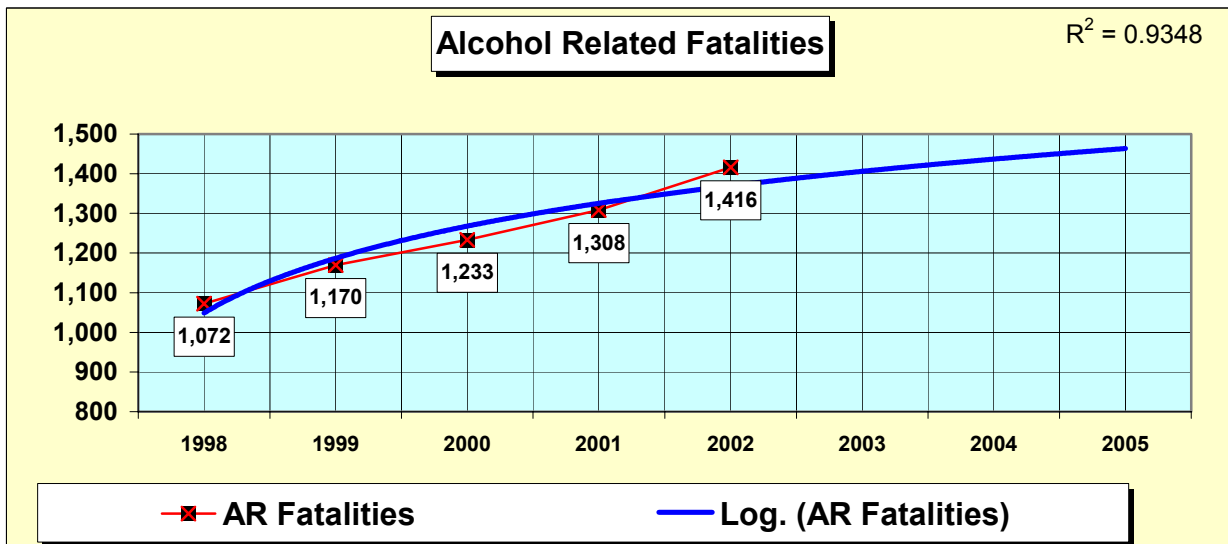
MILEAGE DEATH RATES						
	1997	1998	1999	2000	2001	2002
CALIFORNIA	1.29	1.19	1.19	1.22	1.26	1.27
NATIONAL	1.6	1.6	1.6	1.5	1.5	1.5

PERFORMANCE GOALS

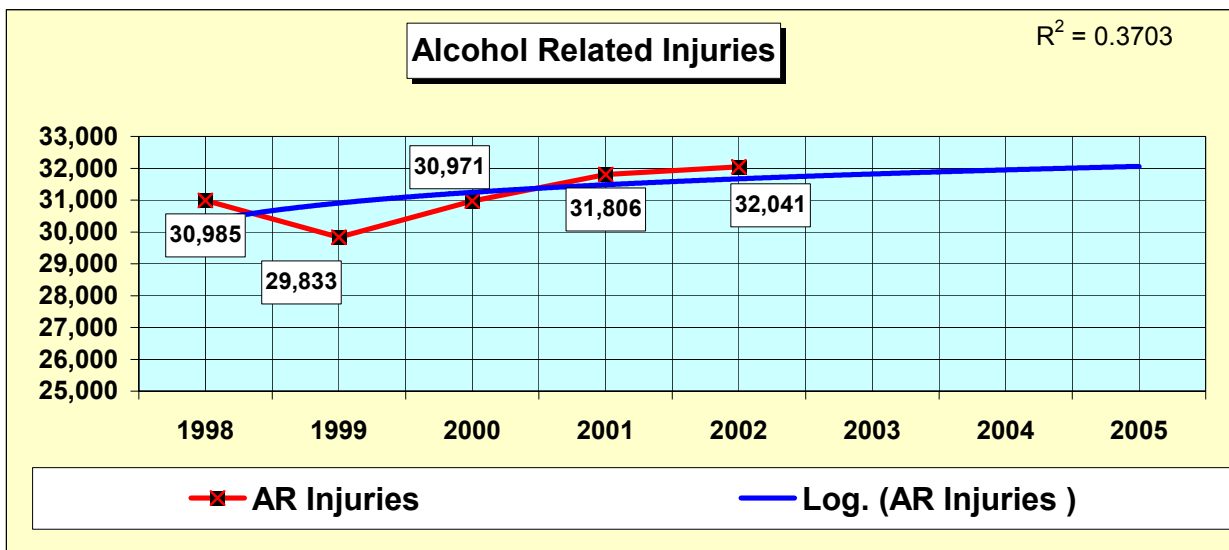
ALCOHOL AND OTHER DRUGS

STATEWIDE GOALS

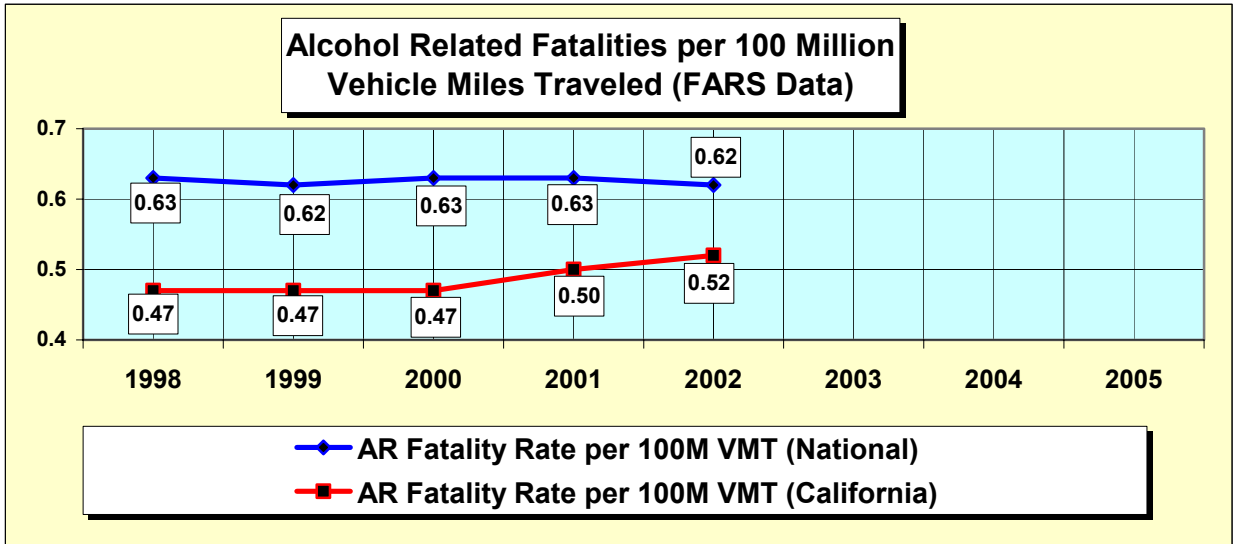
- To decrease the number of persons killed in alcohol-involved collisions 3 percent from the calendar year 2002 total of 1,416 to 1,374 by December 31, 2005.



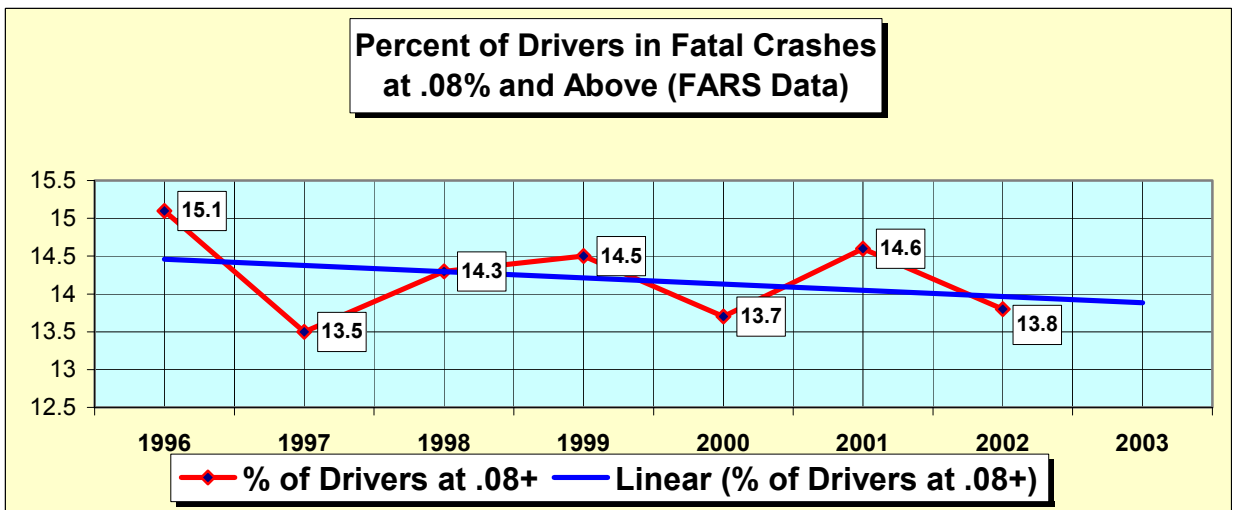
- To decrease the number of persons injured in alcohol-involved collisions 2 percent from the calendar year 2002 total of 32,041 to 31,401 by December 31, 2005.



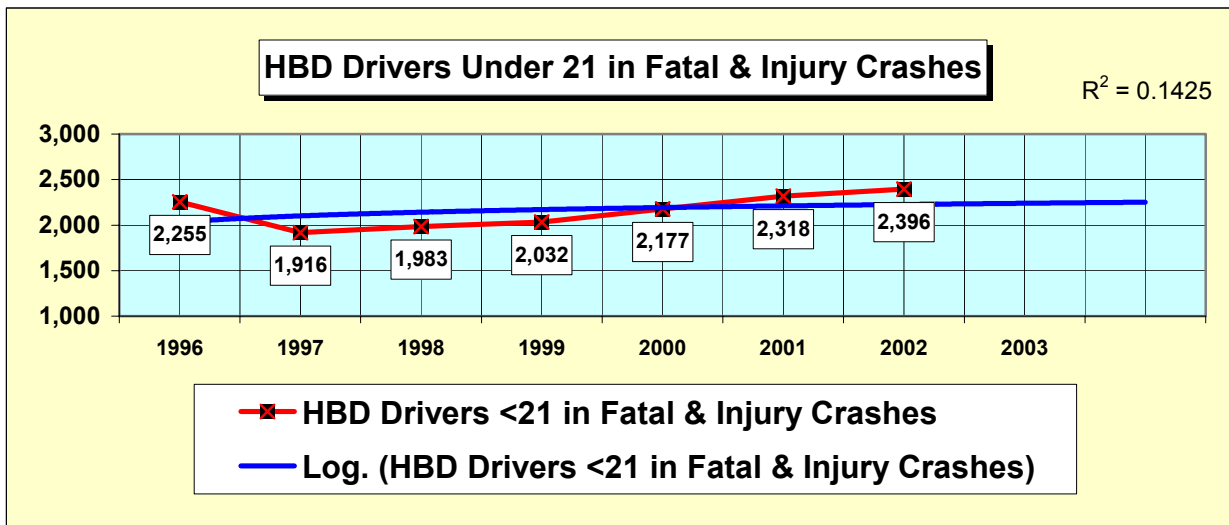
- To reduce alcohol related fatalities per 100 million vehicle miles traveled by .02 from the calendar year 2002 rate of 0.50 to 0.48 by December 31, 2005.



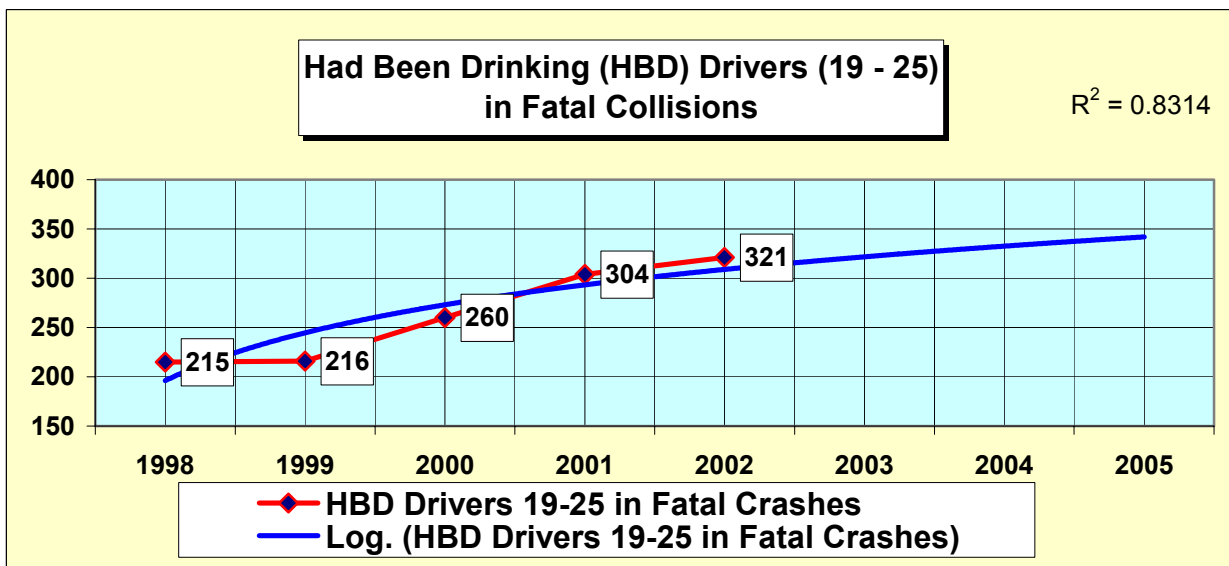
- To reduce the percentage of drivers in fatal crashes with a BAC of .08 or above by 0.8 percentage points from the calendar year 2002 rate of 13.8 percent to 13.0 percent, by December 31, 2005.



- To reduce Had Been Drinking (HBD) underage drivers (under age 21) in fatal and injury collisions by 2 percent from the calendar year 2002 total of 2,396 to 2,349 by December 31, 2005.



- To reduce Had Been Drinking (HBD) drivers age 19-25 in fatal collisions by 7 percent from the calendar year 2002 total of 321 to 299 by December 31, 2005.
- To reduce the number of persons injured in alcohol involved collisions six percent by September 30, 2004.



FUNDED PROJECTS GOALS

- To reduce the number of persons killed in alcohol-involved fatal and injury collisions five percent by September 30, 2004.

- To reduce hit-and-run fatal collisions five percent by September 30, 2004.
- To reduce hit-and-run injury collisions five percent by September 30, 2004.

- To reduce nighttime (2100 - 0259 hours) fatal collisions five percent by September 30, 2004.
- To reduce nighttime (2100 – 0259 hours) injury collisions five percent by September 30, 2004.
- To reduce Had Been Drinking (HBD) drivers under age 21 in fatal and injury collisions by five percent by September 30, 2004.

IMPACT PROGRAMS/STRATEGIES

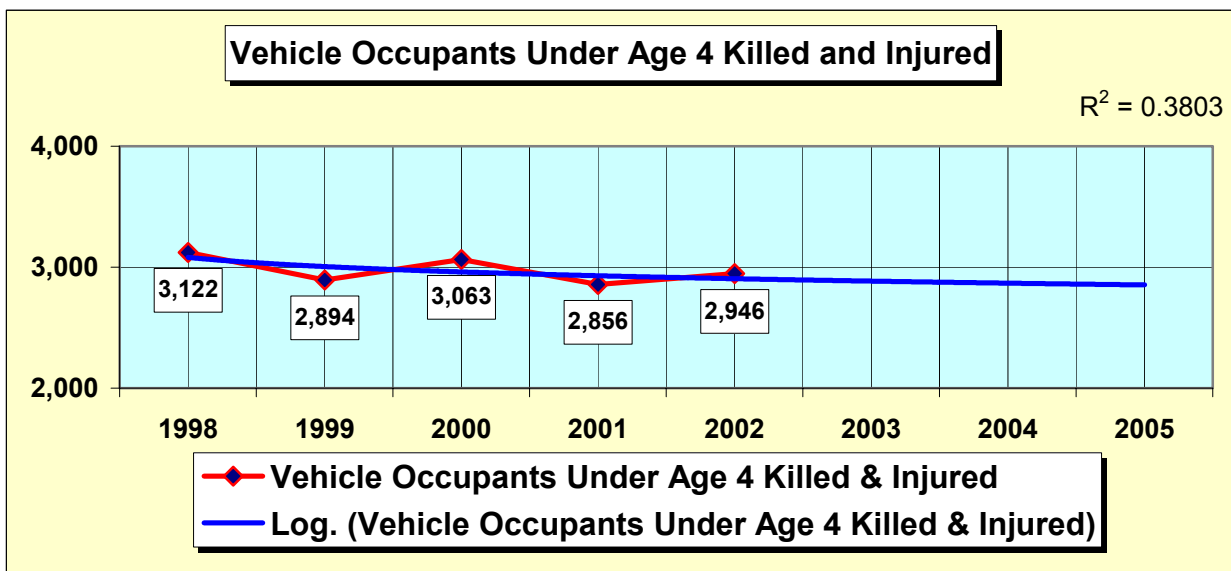
- Provide funds for the distribution of Portable Evidentiary Breath Testing (PEBT) devices to local law enforcement agencies.
- Provide funds for statewide Drug Recognition Evaluator (DRE) training.
- Provide funds for statewide NHTSA-certified Standardized Field Sobriety Testing (SFST) training.
- Provide funds for a theatrical producer to work with high school drama students to produce “You Lose” theatrical productions for those students’ peers and parents to educate them about the potential tragic consequences of illegally consuming alcohol and driving under the influence.
- To conduct DUI enforcement and education efforts in college campus communities.
- Continue a “Statewide DUI Prosecutor Training and Education Project” to provide district attorneys with ready access to the latest training, sample pleadings, motions and briefs for DUI prosecution.
- Provide funds for preliminary alcohol screening (PAS) devices, DUI trailers, and other DUI enforcement equipment.
- Conduct a statewide \$3.0 million sobriety checkpoint program for local law enforcement agencies.
- Continue the “Every 15 Minutes” mini grant program for high school students.
- Continue to support Ignition Interlock device requirements.
- Continue statewide DUI public information and education campaigns through news releases and public service announcements.
- Conduct frequent highly visible sobriety checkpoints.
- Conduct DUI saturation patrols.
- Sponsor juvenile alcohol-free/school community events such as Sober Graduation.
- Conduct “Visitation Programs” for youthful DUI offenders, coordinating sessions with courts, trauma centers, and law enforcement agencies.

- Conduct real DUI trials at high schools providing a clear lesson in justice and the serious consequences associated with drinking and driving by actually witnessing a criminal court proceeding.
- Provide funds to the Department of Alcoholic Beverage Control to fund local law enforcement agencies to conduct underage drinking prevention and enforcement activities and operations.
- Implement DUI education and enforcement programs that are specifically designed to reach individuals aged 19 through 25. Programs include the Sober Driver Initiative, and enforcing underage drinking laws.
- To implement a social marketing and community mobilization DUI campaign for the Asian American population.
- Conduct “Reality Check” programs designed to show the potential consequences of drinking and driving and of not wearing a seat belt.
- Expand handheld DUI report writing and records management equipment technology.
- Expand to statewide multi-agency “AVOID” DUI enforcement, PI&E, and officer recognition programs that focus on winter, July 4th, and Labor Day holiday periods.

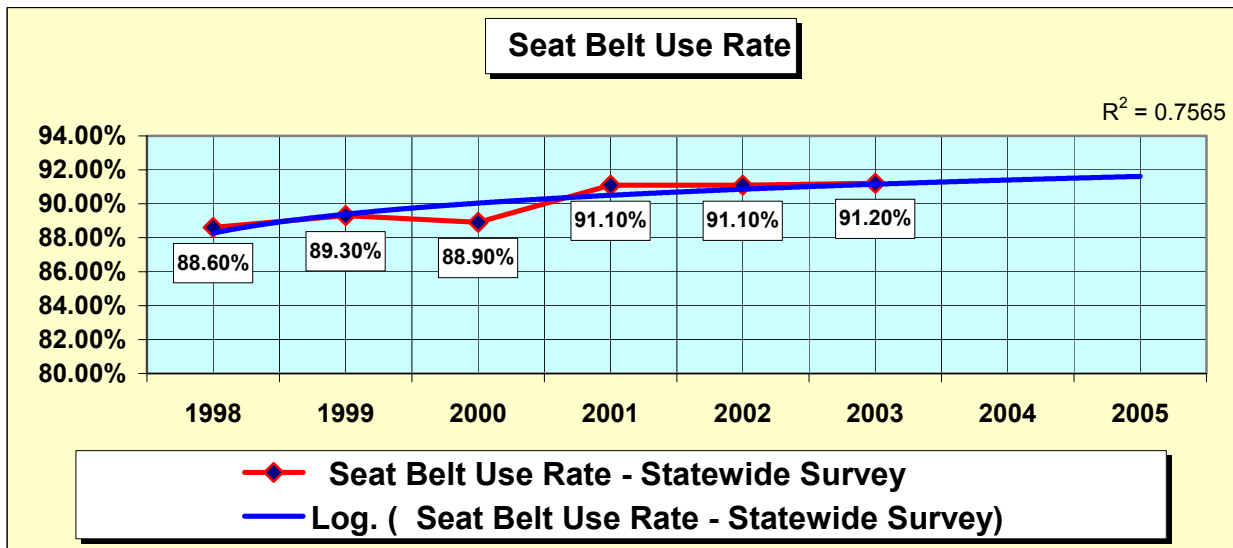
OCCUPANT PROTECTION

STATEWIDE GOALS

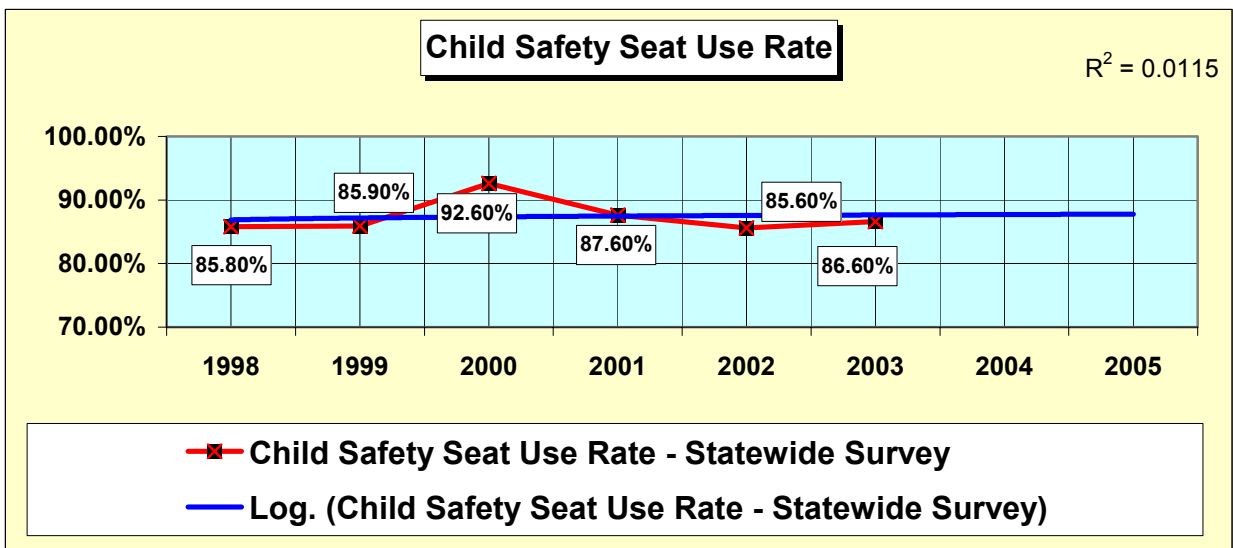
- To reduce the number of vehicle occupants killed and injured under the age of four, 2 percent from the calendar year 2002 total of 9,946 to 2,888 by December 31, 2005.



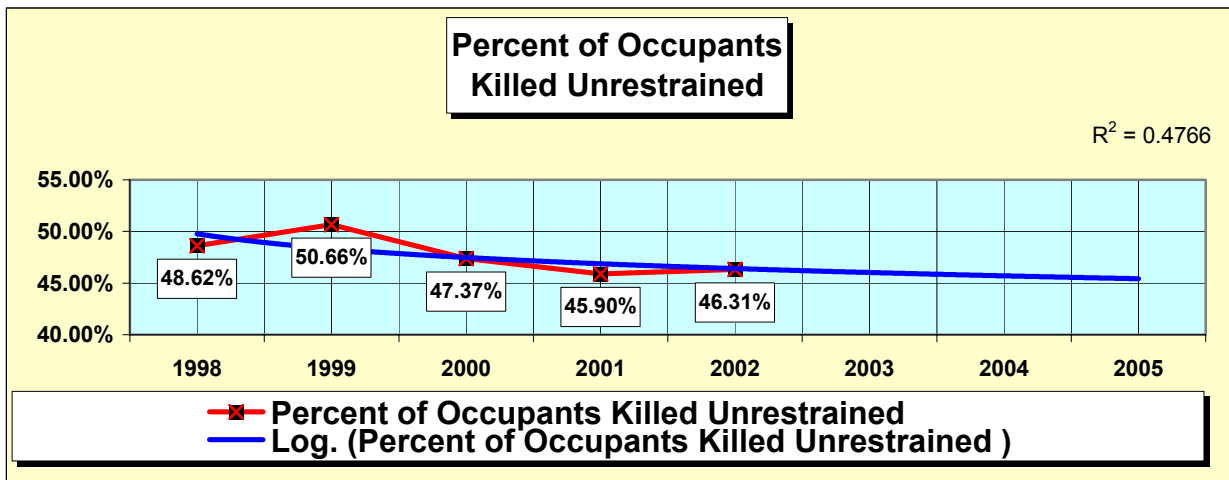
- To increase statewide seat belt compliance 1.3 percentage points from the 2003 compliance rate of 91.1 percent to 92.5 percent by December 31, 2005.



- To increase statewide child safety seat compliance 2.0 percentage points from the 2003 compliance rate of 86.6 percent to 88.6 percent by December 31, 2005.



- To reduce the number of unrestrained vehicle occupant fatalities as a percent of all vehicle occupant fatalities 2.31 percentage points from the calendar year 2002 rate of 46.31 percent to 44.0 percent by December 31, 2005.



FUNDED PROJECTS GOALS

- To reduce the number of vehicle occupants killed and injured under the age of four ten percent by September 30, 2004.
- To increase seat belt compliance five percentage points by September 30, 2004.
- To increase child safety seat usage six percentage points by September 30, 2004.
- To decrease the child safety seat "misuse" rate five percentage points by September 30, 2004.

IMPACT PROGRAMS/STRATEGIES

- Conduct research on non-use of seat belts to determine the non-compliant demographic, psycho-graphic, and geo-demographic targets
- Conduct a statewide observational seat belt use and attitudinal survey to identify beliefs, habits, and attitudinal disposition of non-users, regarding: perceived danger; laws and penalties; enforcement attitudes; past campaign knowledge; motivating factors for compliance; and habits.
- Fund up to 100 local projects to conduct enforcement programs addressing the motorists who fail to buckle their safety belts.
- Provide child passenger safety education to American Indian communities.
- Duplicate and distribute NHTSA child passenger safety training materials.

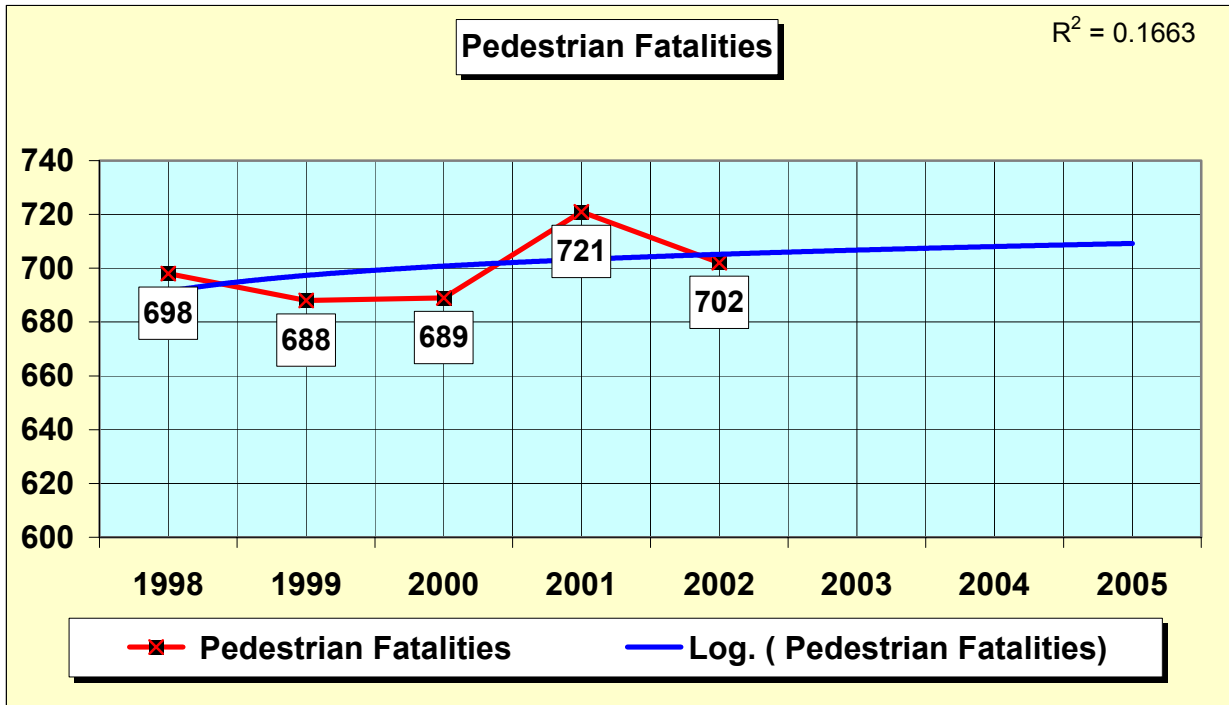
- Fund a “Give Life a Boost Project” that will institute a comprehensive public awareness/education campaign to inform parents of the new booster seat law taking full effect next year; conduct child safety seat technician training; and child safety seat checkups.
- Fund the “Improving Child Passenger Safety California's Public Hospitals and Health Systems” program that will subcontract with seven county hospitals and health systems' efforts to educate and assist low-income, culturally diverse, families, including foster families and child protective service workers, regarding child passenger safety.
- Engage health care institutions in the child passenger safety process by identifying “best practice” strategies and incorporating child passenger safety into routine provider practice.
- Implement and enhance the Child Passenger Safety Technician Training System and infrastructure.
- Continue an intensive and measurable grassroots effort to improve the usage of car booster seats in California by instituting the California version of the National SAFEKIDS Give Kids a Boost! Campaign.
- Continue the statewide child safety seat "spotter program" to report vehicles carrying unrestrained children.
- Continue the NHTSA's standardized Child Passenger Safety Technician and Instructor Training Programs.
- Continue the “Spread the Word” pledge drive, where youth pass on traffic safety data to family and friends and collect safety pledges promoting “Buckle Up.”
- Continue the “We All Buckle Up” pledge campaign among local middle school and high school students.
- Provide ongoing occupant protection program and epidemiological technical assistance.
- Continue the coordination of the California Child Passenger Safety Materials Review Committee periodic review of child passenger safety educational materials via the Internet and teleconferences.
- Continue to provide a child passenger safety liaison to the Kids Plates planning process to ensure child passenger safety maintains a prominent position in deliberations and to assist determining how to utilize Kids Plates monies to support the development of child passenger safety programs.
- Increase awareness of the new child booster seat law, SB 567, among parents whose children receive health care services at specific public health systems.
- Continue specific public health care system task force to assess current child passenger safety policies and procedures, make program improvements, arrange for staff training, address program barriers, and review educational materials.
- To promote “High School Seat Belt Challenge” programs at local area high schools.

- Continue to standardize all educational materials, forms, and written policies through health care facilities to ensure consistency and up-to-date information.
- Continue self-funded child safety seat court diversion programs.
- Distribute child safety seats.
- Properly fit children into child safety seats and booster seats.
- Continue "special needs" child safety seat education and distribution program.
- Work with the media to report occupant restraint usage as a part of every collision.
- Conduct highly publicized child safety seat check-ups.
- Conduct aggressive public information and education campaigns.
- Continue to train hospital staff on the proper use of child safety seats.
- Continue to monitor the judicial disposition of occupant restraint citations.
- Increase local law enforcement or occupant restraint violations.
- Encourage local law enforcement agencies to receive Child Safety Seat NHTSA certifications.
- Continue the child passenger safety education course for NHTSA certified instructors.
- Continue educating non English-speaking families on the importance and proper use of child restraints.
- Continue collaboration with the Greater Sacramento SAFEKIDS Coalition and community-based organizations.
- Continue to promote child safety seat "Fitting Stations" throughout the State.
- Continue to implement a child passenger safety program that will distribute child passenger safety curriculum to childcare providers and County Health and Human Services Staff.
- Train local public health and health care providers on proper use, installation, and instruction of conventional child safety seats and special needs seats.
- Conduct child safety seat usage surveys.
- Develop three five-minute educational videos focusing on the importance of booster seat use.
- Conduct seat belt enforcement and public education campaigns during the Seat Belt Mobilization campaigns in November 2002 and May 2003.

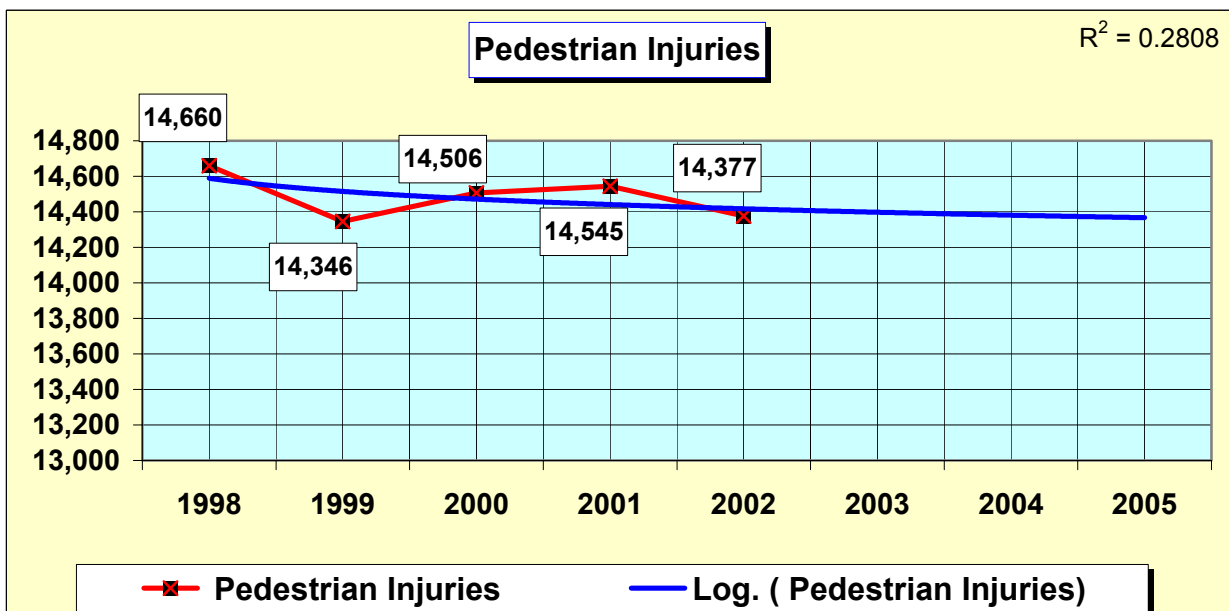
PEDESTRIAN SAFETY

STATEWIDE GOALS

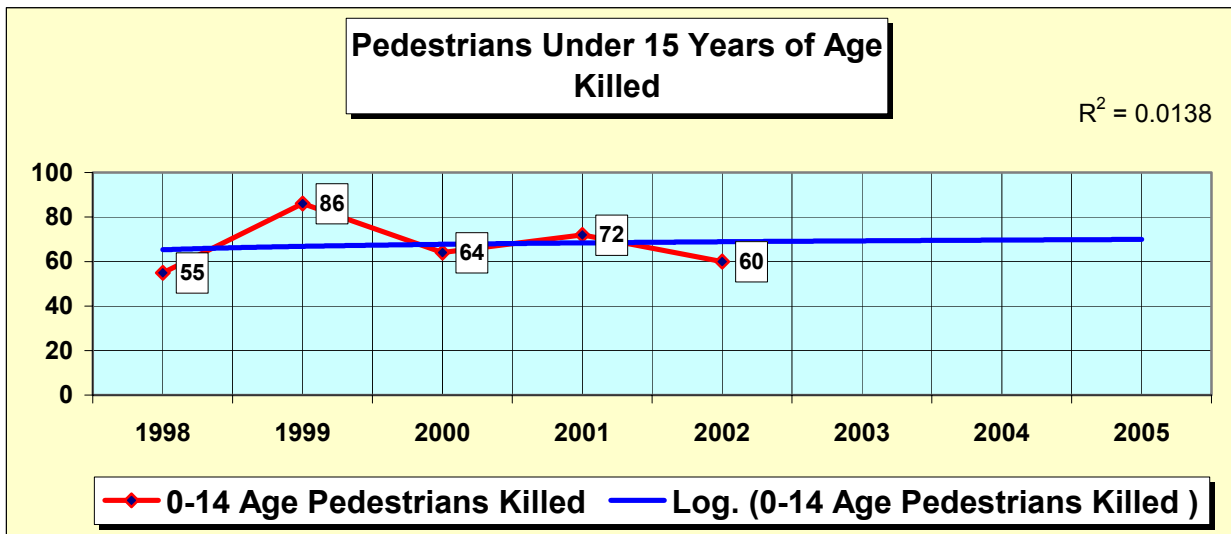
- To reduce the total number of pedestrians killed 5 percent from the calendar year 2002 total of 702 to 667 by December 31, 2005.



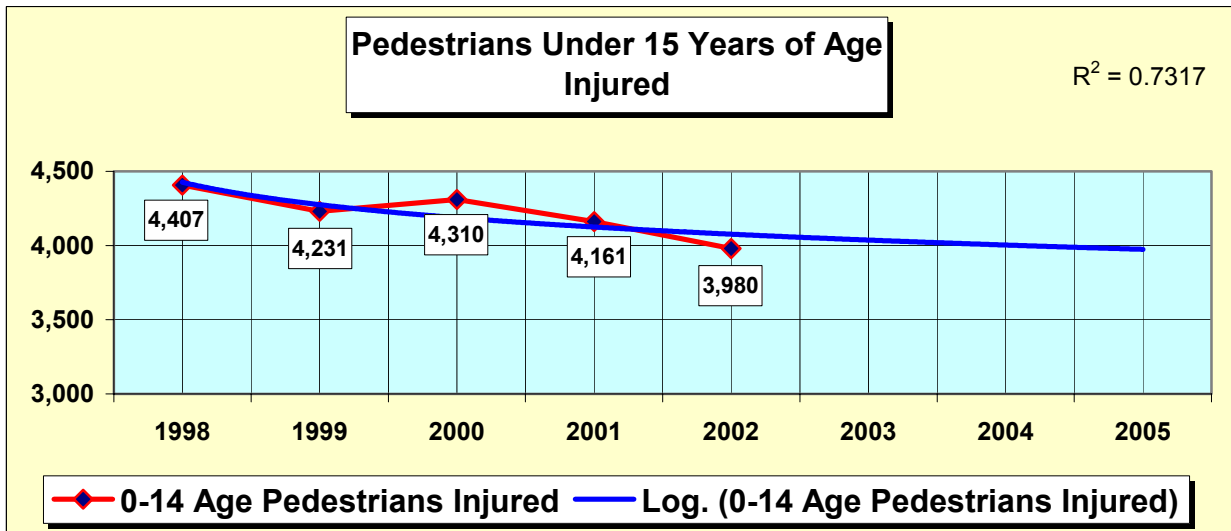
- To reduce the total number of pedestrians injured 3 percent from the calendar year 2002 total of 14,377 to 13,946 by December 31, 2005.



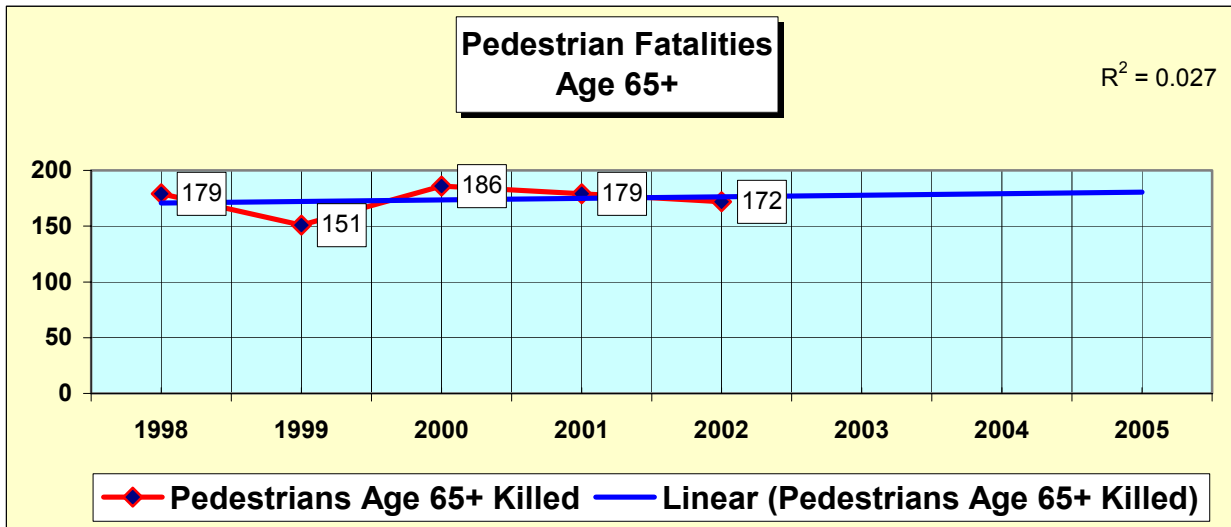
- To reduce the number of pedestrians killed under age 15 by 8 percent from the calendar year 2002 total of 60 to 56 by December 31, 2005.



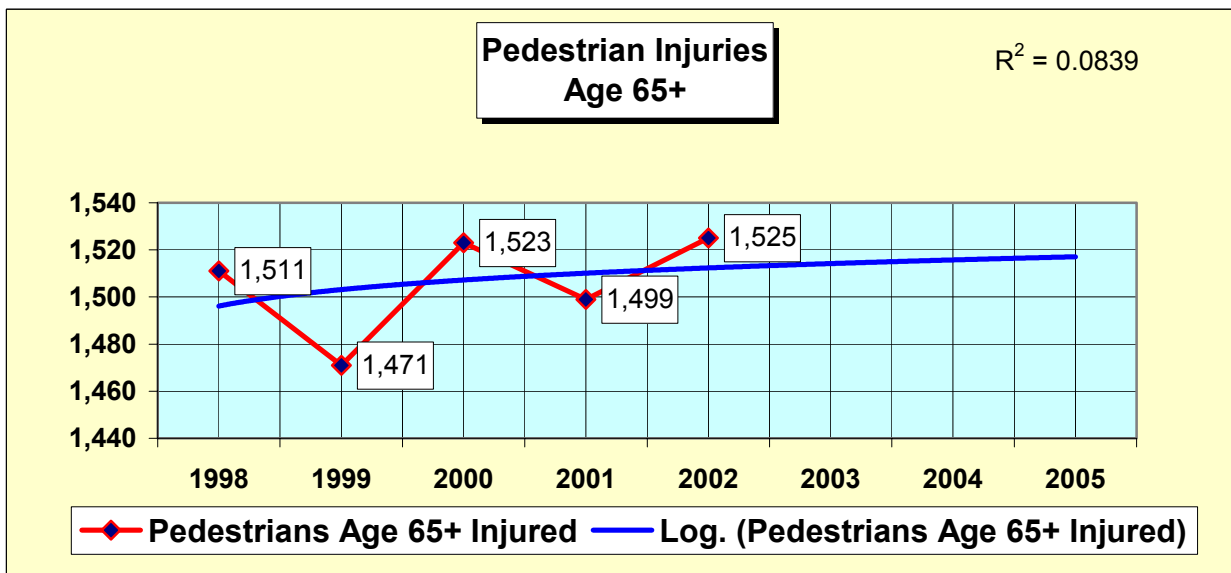
- To reduce the number of pedestrians injured under age 15 by 10 percent from the calendar year 2002 total of 3,980 to 3,582 by December 31, 2005.



- To reduce the number of pedestrians killed, age 65 and older by 5 percent from the calendar year 2002 total of 172 to 164 by December 31, 2005.



- To reduce the number of pedestrians injured, age 65 and older by 3 percent from the calendar year 2002 total of 1,525 to 1,480 by December 31, 2005.



FUNDED PROJECTS GOALS

- To reduce the total number of pedestrians killed and injured ten percent by September 30, 2004.
- To reduce the number of pedestrians killed and injured under the age of 15 by 11 percent by September 30, 2004.
- To reduce the number of pedestrians killed and injured over the age of 65 by eight percent by September 30, 2004.

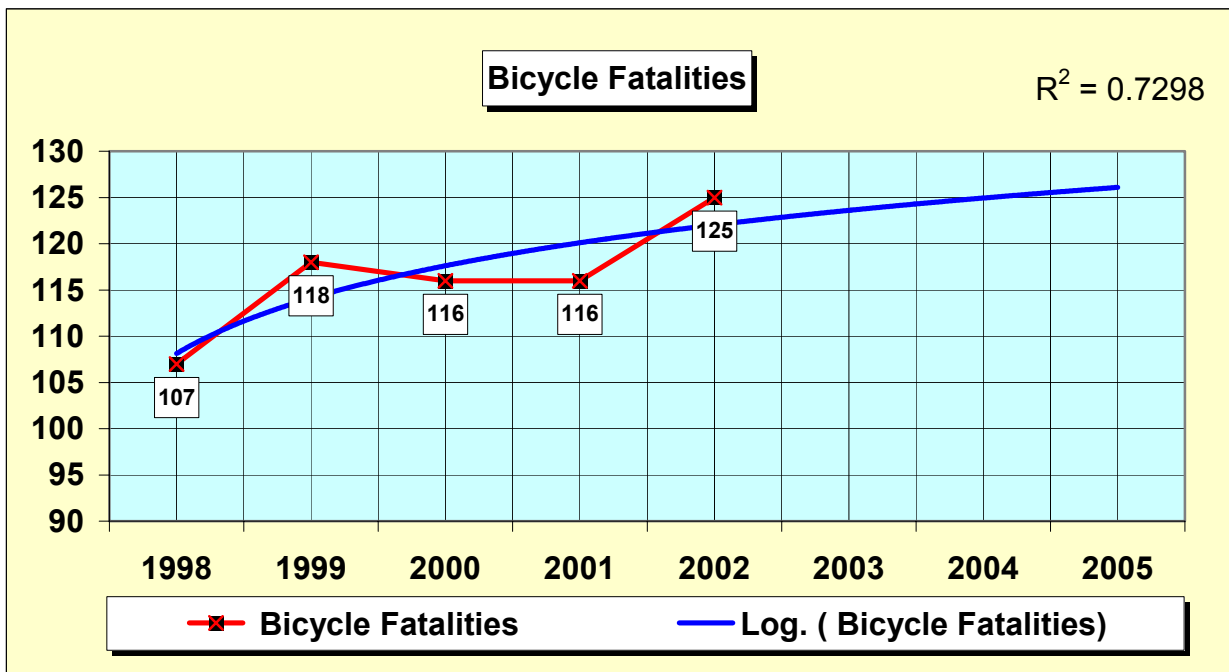
IMPACT PROGRAMS/STRATEGIES

- Advocate for the establishment of Senior Citizen Traffic Safety Education programs at senior and community centers.
- Increase the awareness of traffic safety for the promotion of safe behavior as drivers and pedestrians.
- Carry out speed enforcement operations to promote a safer school zones.
- Perform pedestrian safety programs at elementary, middle and high schools to create positive attitudes towards pedestrian safety and reinforce traffic safety responsibility.
- Continue intensive multicultural public education campaigns addressing safer driving and walking behaviors conducive to pedestrian safety for high-risk populations and targeted locations.
- Support the acquisition of lighted crosswalk devices to be installed by the agency at non-signalized intersections and mid block crossings.

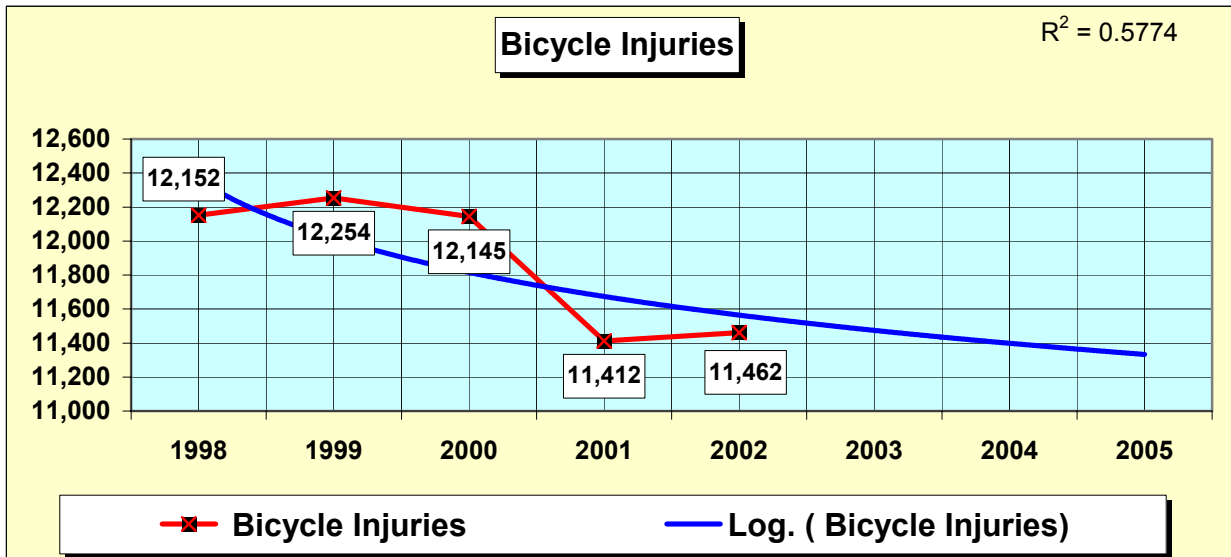
BICYCLE SAFETY

STATEWIDE GOALS

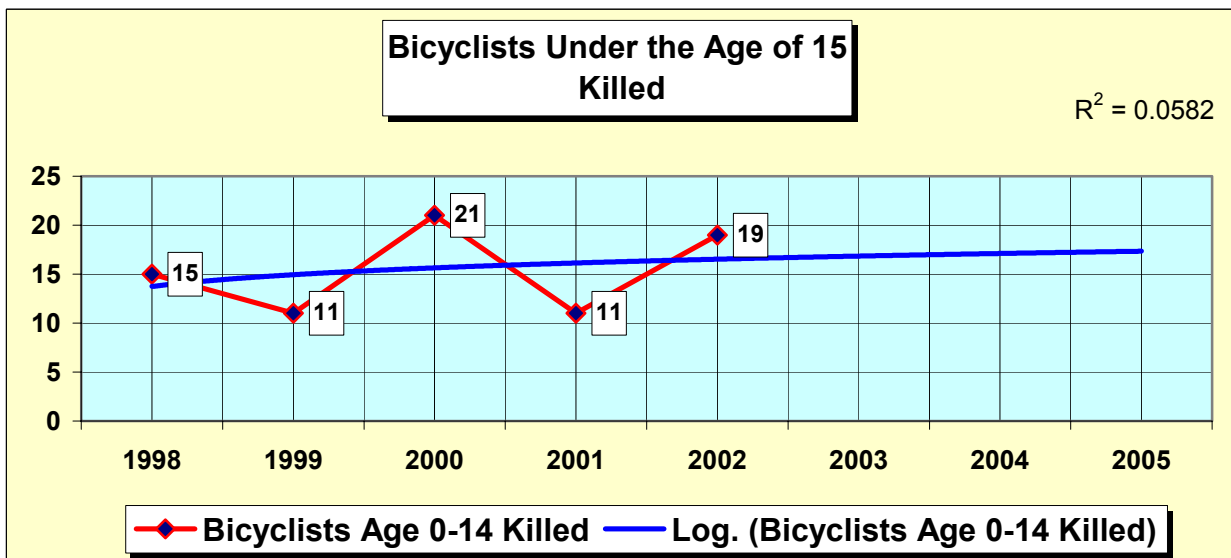
- To reduce the total number of bicyclists killed 7 percent from the calendar year 2002 total of 125 to 117 by December 31, 2005.



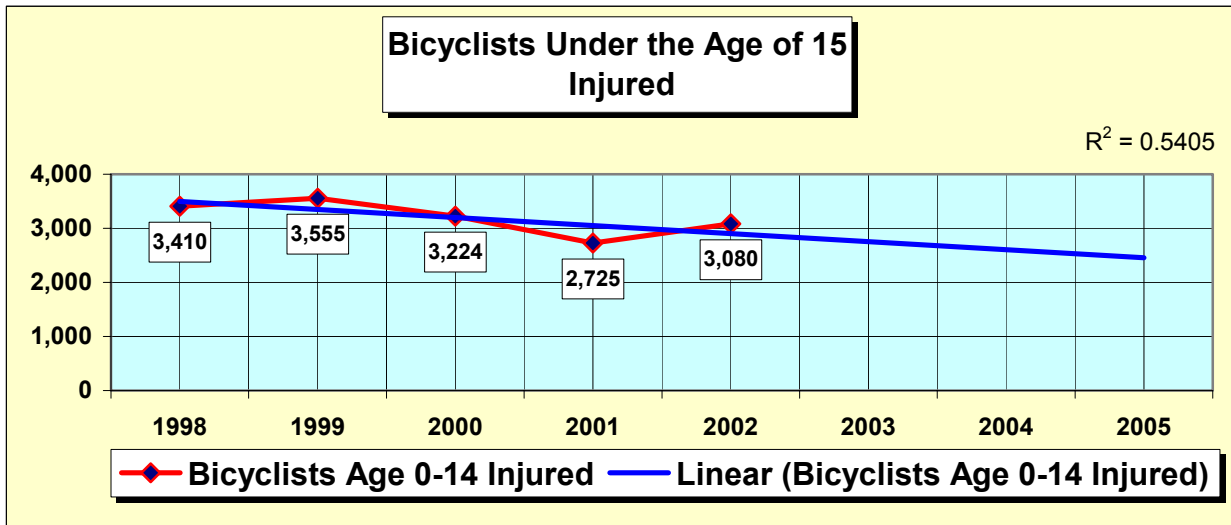
- To reduce the total number of bicyclists injured 3 percent from the calendar year 2002 total of 11,462 to 11,119 by December 31, 2005.



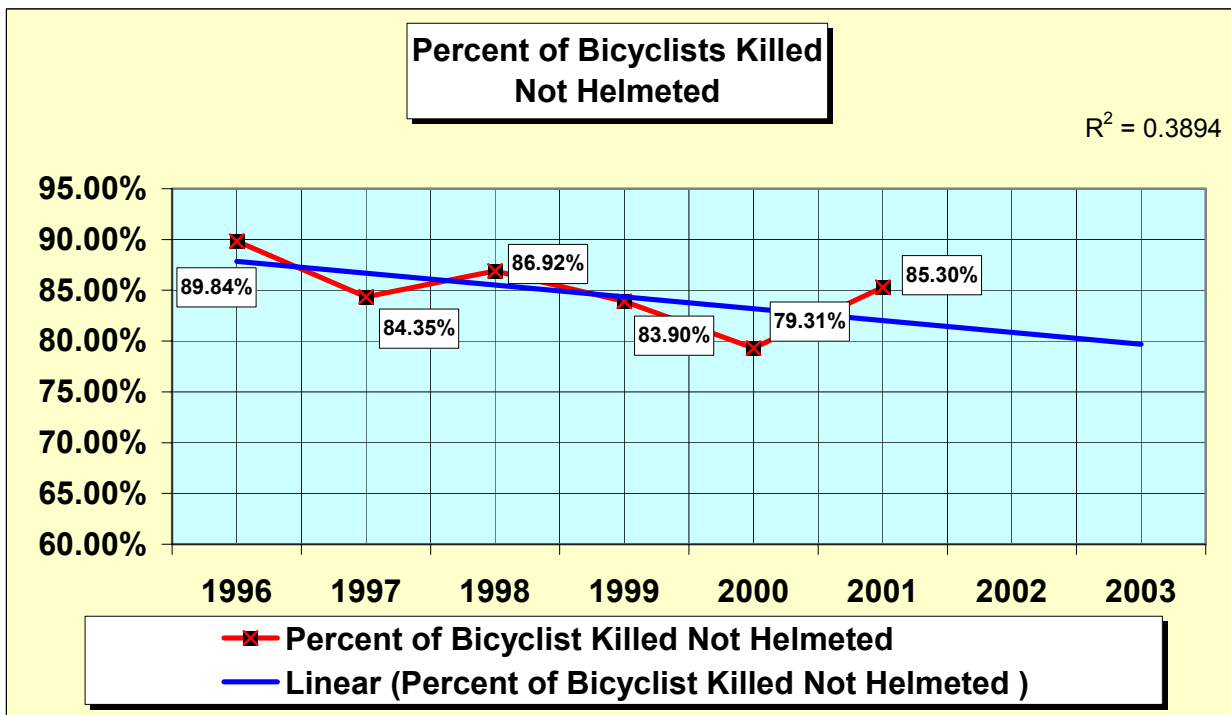
- To reduce the number of bicyclists killed under age 15 by 10 percent from the calendar year 2002 total of 19 to 17 by December 31, 2005.



- To reduce the number of bicyclists injured under age 15 by 5 percent from the calendar year 2002 total of 3,080 to 2,926 by December 31, 2005



- To reduce the number of non-helmeted bicyclists killed as a percent of all bicyclists killed 3.3 percentage points from the calendar year 2001 rate of 85.3 percent to 82 percent by December 31, 2005. (2002 SWITRS data not available)



FUNDED PROJECTS GOALS

- To reduce the total number of bicyclists killed in traffic collisions ten percent by September 30, 2004.
- To reduce the total number of bicyclist injured in traffic related collisions ten percent by September 30, 2004.
- To reduce the number of bicyclists killed under the age of 15 by seven percent by September 30, 2004.
- To reduce the number of bicyclists injured in traffic related collisions under the age of 15 by ten percentage points by September 30, 2004.
- To increase bicycle helmet compliance for children aged 5 to 18 by 25 percentage points by September 30, 2004.

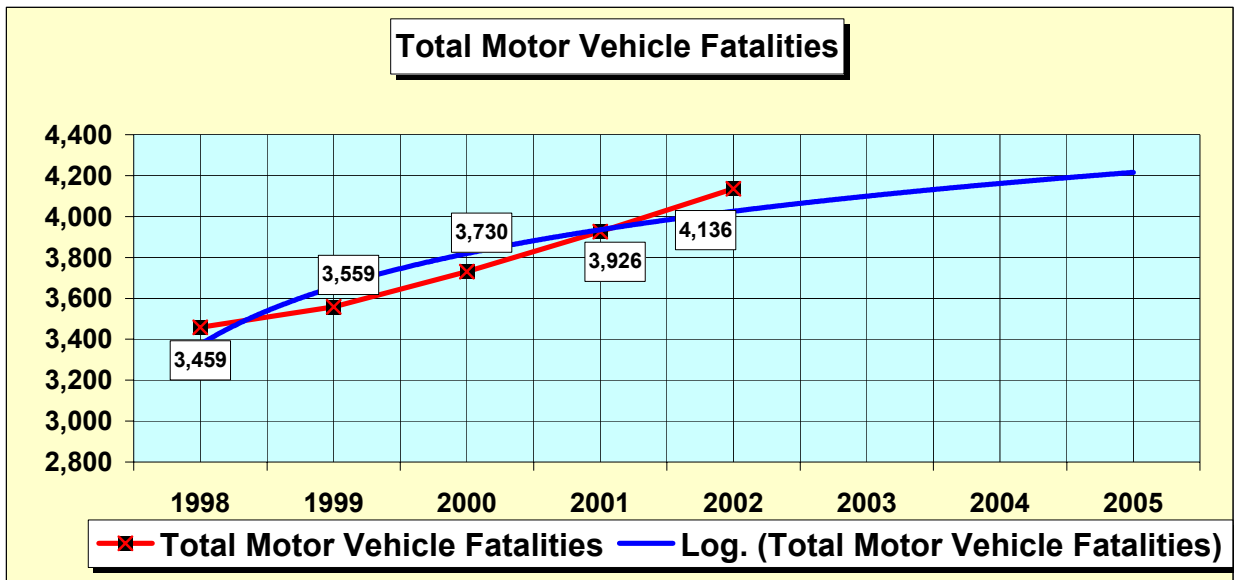
IMPACT PROGRAMS/STRATEGIES

- Conduct traffic safety rodeos and presentations targeting elementary, middle and high schools, and community groups.
- Implement court diversion courses for violators of bicycle laws.
- Promote safety helmet distribution and incentive programs.
- Continue to support the "Golden Helmet" award presentations to children who were saved by the helmet when involved in a collision.
- Encourage demonstrations of how to properly fit helmets for children, parents and caretakers.
- Conduct aggressive public information and education campaigns for diverse markets.

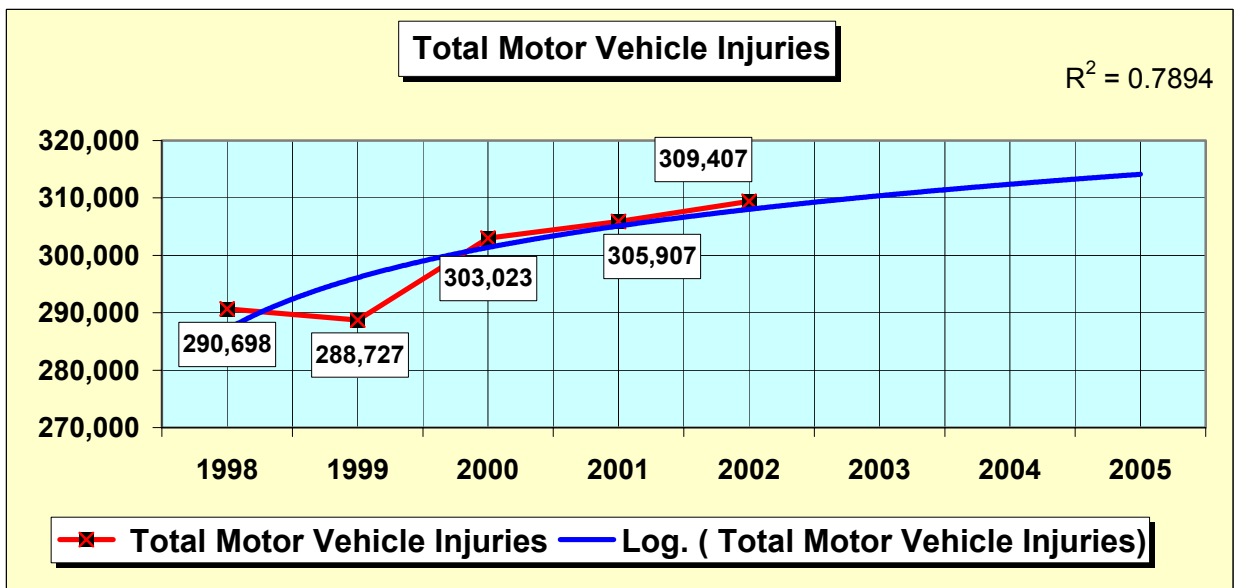
POLICE TRAFFIC SERVICES

STATEWIDE GOALS

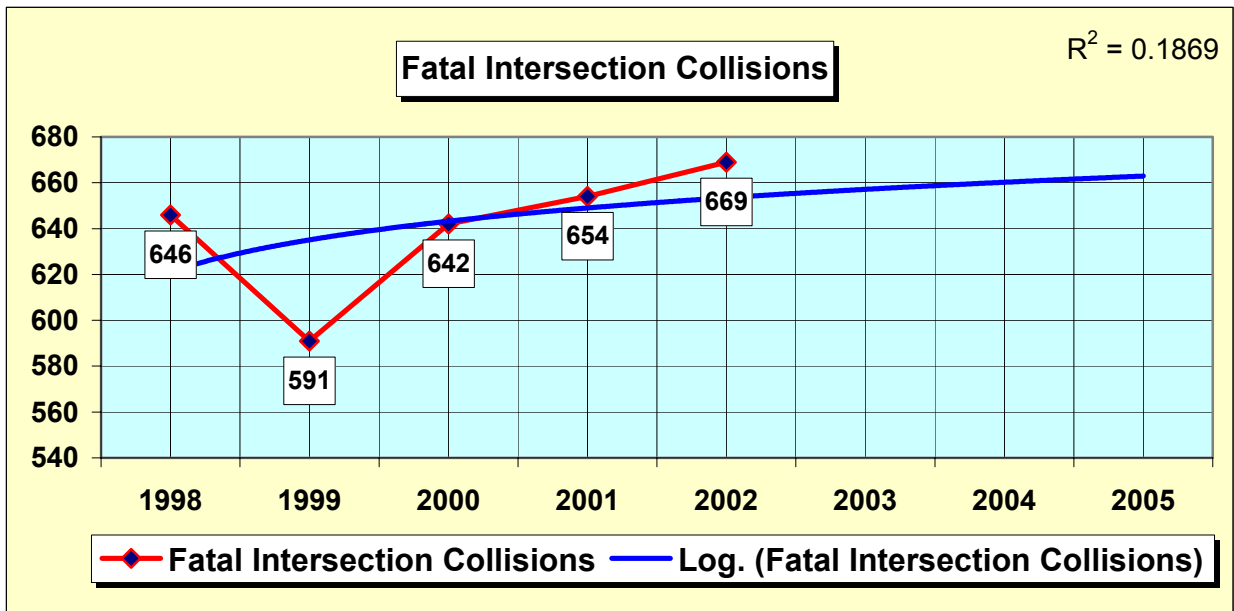
- To decrease the total number of persons killed in traffic collisions 4 percent from the calendar year 2002 total of 4,136 to 3,971 by December 31, 2005.



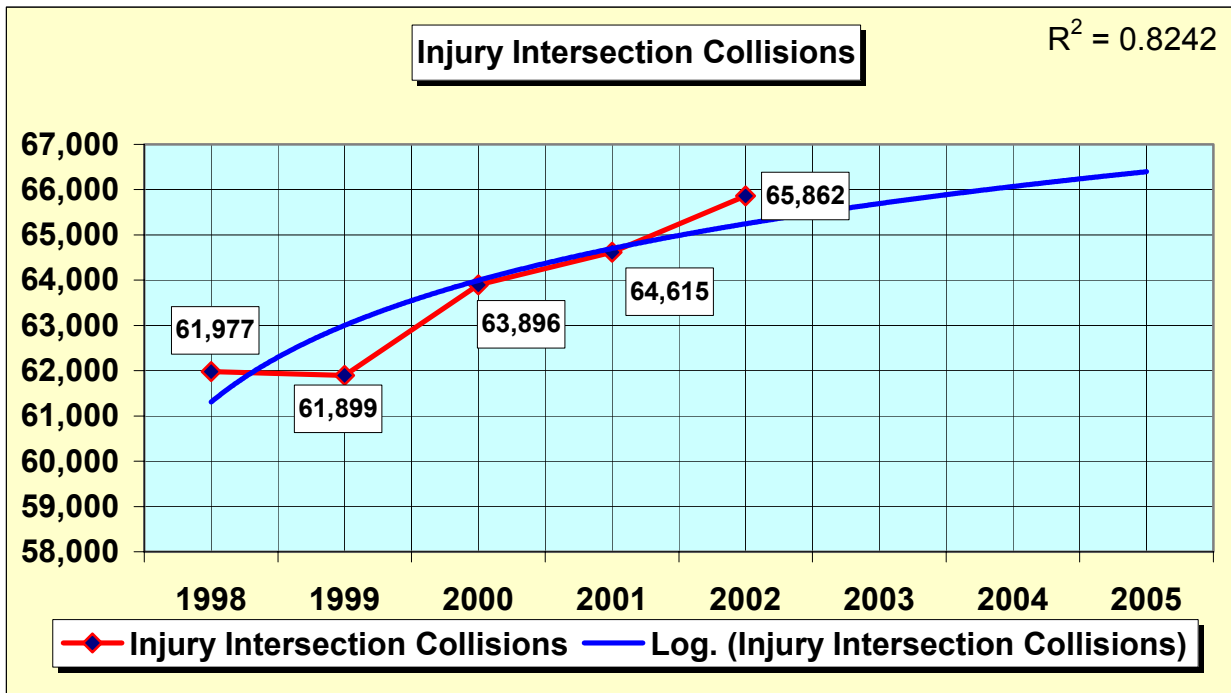
- To decrease the total number of persons injured in traffic collisions 2 percent from the calendar year 2002 total of 309,407 to 303,219 by December 31, 2005.



- To decrease the number of fatal intersection collisions 3 percent from the calendar year 2002 total of 669 to 649 by December 31, 2005.



- To decrease the number of injury intersection collisions 2.0 percent from the calendar year 2002 total of 65,862 to 64,545 by December 31, 2005.



FUNDED PROJECTS GOALS

- To reduce total fatal and injury collisions ten percent by September 30, 2004.
- To reduce speed-related fatal and injury collisions eight percent by September 30, 2004.

IMPACT PROGRAMS/STRATEGIES

- To provide funds for full-time officers, overtime, laser and radar units, DUI trailers, visible display radar trailers, motorcycles, preliminary alcohol screening devices, and computer equipment.
- Fund the "County Road Enforcement (CORE IV)" program to conduct overtime enforcement traffic violations consistent with the top five primary collision factors traffic laws statewide and on county roads and conduct a public awareness campaign.
- Continue programs with the University of California, Berkeley and San Diego State University to conduct Enforcement and Engineering evaluations for cities and counties. In fiscal year 2003, the UC Berkeley program will expand statewide.
- Fund "Corridor Safety Programs" that select corridors based on data identifying the corridor as having a disproportionate number of collisions, convene a task force, identify factors contributing to the traffic safety problem(s), develop an action plan, and implement identified solutions.

- Fund a “Truck Corridor Safety Program” that identified and selected two problematic corridors, the project will continue to convene task forces, identify factors contributing to truck-involved collisions, develop safety action plans, and implement potential solutions identified by the task force.
- To conduct frequent highly visible DUI Checkpoints.
- To conduct enforcement operations targeting illegal street racing.
- To continue the statewide “Truck-at-Fault” enforcement and public information campaign targeting the top ten collision factors.
- To utilize Geographical Information Systems to record and display citation and collision data (e.g., who, what, where, and when) information.
- To continue neighborhood speed alert programs.
- To promote traffic enforcement training for patrol officers.
- To deploy visible display radar trailers.
- To upgrade and continue the level of traffic safety benefits provided by the CHP helicopter program.
- To implement a statewide program to focus patrol and enforcement efforts on the most frequent primary collision factors.

ADMINISTRATIVE GOALS

COMMUNITY BASED ORGANIZATIONS (CBO)

STATEWIDE GOALS

- To effectively conduct a strategic, broad-based CBO funding plan through “umbrella” local and state governmental agencies.
- To award mini-grants to CBO’s promoting traffic safety throughout their community.
- To assist CBO’s build capacity by sponsoring grant writing and media advocacy workshops, and traffic safety training.

IMPACT PROGRAMS/STRATEGIES

- Explore and implement new strategies to sustain CBO involvement and contribution to traffic safety (e.g., radio talk shows, novellas, secondary and ethnic newspapers outreach, parent training through churches, vocational schools, youth athletic leagues, adult athletic leagues, community centers, and pre-natal care centers).
- Plan, facilitate, and evaluate round table meetings for grantees’ CBOs to focus current efforts and topics, emerging issues, and showcase local projects.
- To conduct bimonthly telephone conferences to promote an informal forum for resource sharing among CBOs and their hosts.
- To conduct regional media kick-off events for the CBOs and their host agencies.
- To partner with CBOs in developing traffic safety art programs, safe routes to school programs, pedestrian and bicycle safety programs, and other innovative programs addressing neighborhood traffic safety programs.
- To distribute and properly install child safety seats in cars of people in need.
- To distribute and properly fit bicycle helmets to people in need.

EMERGENCY MEDICAL SERVICES (EMS)

STATEWIDE GOALS

- To improve emergency medical services to traffic collision victims in rural California communities by identifying and supporting programs that facilitate the delivery of quality emergency services within the critical “golden hour.”
- To improve California’s emergency medical services delivery system through the replacement of outdated and unreliable emergency vehicles and equipment.
- To continue to assess, and improve California’s emergency medical services communications system.

FUNDED PROJECT GOALS

- To design a pilot EMS communications system that will interface with all EMS service providers (dispatch center personnel, ambulance companies, hospital emergency departments) and local public safety agencies using advanced communications technology by September 30, 2004.
- To implement a by-stander care education program for rural northern California communities December 31, 2003.
- To implement a “lights and siren” public information and education program.

IMPACT PROGRAMS/STRATEGIES

- To provide funds for the purchase of hydraulic and pneumatic extrication equipment.
- To provide for 25 percent of the cost of ambulances and rescue vehicles.
- To conduct a “lights and siren” public/driver awareness program.
- To develop a state emergency medical services communications plan.

ROADWAY SAFETY/TRAFFIC RECORDS

FUNDED PROJECTS GOALS

- To establish Citywide and Countywide Geographic Information Systems (GIS) and/or other Automated Collision Analysis Systems including hardware, software and network cabling or other linking media to enable data sharing between enforcement agencies, Departments of Public Works and other related agencies.
- To ensure public works and enforcement agencies have timely access to current and complete traffic data necessary to identify, isolate and analyze critical traffic safety issues.
- To improve the Traffic Engineering Department's customer service by reducing the time that it takes to produce and track collision reports and also by reducing by 50 percent the time that it takes to identify and analyze high collision locations. The corresponding salary savings are to be tracked and reported.

IMPACT PROGRAMS/STRATEGIES

- Continue a project to enhance the "Statewide Integrated Traffic Records System."
- Continue the “Field-Implementation of Improved Driver Assessment System” program to improve and enhance driver assessment system for older adults to aid older adults in finding ways of driving safely for as long as is practical.

- Continue the “Educational Outreach To High-Risk Elderly Drivers” program to guide high-risk older drivers by providing them with information on assistance with age-related physical and mental declines as they affect driving.
- Continue an “Improved Signals and Signs at Rail Crossings” program to test an improved advance warning sign and improved flashing signal.
- Fund an “Electronic DUI Forms” program to develop and implement an automated system that, via the Internet, will allow DUI treatment program providers to report directly to DMV on the progress of individuals mandated to DUI treatment.
- Continue a project with the University of California, Berkeley to conduct Enforcement and Engineering evaluations for cities and counties.
- Initiate GIS and other automated collision analysis systems for joint use by the Departments of Public Works and local enforcement agencies.

These systems will provide the capacity to:

- Identify critical intersections and critical street segments in grantee jurisdictions. Specific locations where collisions exceed established definitions of a high collision location;
- Identify, assess, and inventory traffic control devices;
- Train grantee staff members in the usage and maintenance of the finalized version of the automated collision analysis system.
- Promote pedestrian and bicycle friendly environments and encourage engineers to consider traffic calming strategies in residential neighborhoods.
- Maintain the number of training sessions for the “Traffic Safety Through Construction and Maintenance Zones” course.

LEGISLATION

GOALS

- To ensure California maintains current levels of federal highway safety grant funds through ensuring the efficacy of existing State statutes.
- To secure additional federal highway safety grant funding for California through actively pursuing new traffic safety statutes and enhancements of those statutes that already exist, as necessary.
- To maintain and enhance, if necessary, the current life saving and injury preventing traffic safety statutes relative to:
 - Zero Tolerance (0.01 percent blood alcohol concentration (BAC) as measured by a preliminary alcohol sensing device) for individuals under the age of 21 operating a motor vehicle on roadways.

- 0.04 percent BAC as the presumptive limit of intoxication for individuals operating truck tractor trailer combinations on roadways.
- 0.05 percent BAC as the presumptive limit of intoxication for individuals under the age of 21 operating a motor vehicle on roadway.
- Mandatory use of motorcycle helmets.
- Child passenger restraint systems and seatbelts. Legislation has passed to require children six years of age or less or who weight less than 60 pounds to be restrained in a proper car seat.

IMPACT PROGRAMS/STRATEGIES

- Monitor, track, and analyze all traffic safety related legislation in California, monitoring national legislation effecting the State and Community Highway Safety Program such as:
 - Ban on hand-held cellular phones while driving a motor vehicle.
 - Requirement of children under age six to sit in the back of a motor vehicle.
 - Implementation of passenger restraint system on school buses.
 - Installation of ignition interlock devices for DUI suspended licensed drivers.
 - Helmet usage for scooters and skateboards for persons operating or as passenger under 18 years of age.

PUBLIC RELATIONS, ADVERTISING AND MARKETING

GOALS

- The overall goal of OTS Public Affairs is to aggressively advance successful statewide and regional traffic safety programs and campaigns that effect behavioral change, foster positive relationships, and create effective traffic safety education and outreach programs.
- In addition, this effort is designed to make safe driving the behavior of choice for all Californians, including diverse audiences and under-served communities.
- OTS Public Affairs works to ensure that OTS accomplishes its mission of reducing fatalities, injuries and economic losses resulting from motor vehicle crashes.

IMPACT PROGRAMS/STRATEGIES

- *Expansion of activities:* The OTS will expand upon existing marketing campaigns that mirror California's diverse population. Campaigns will involve the vast network of OTS grantees, local community-based organizations, and the media.
- *Outreach to California's underserved communities:* All campaigns and initiatives include marketing to underserved segments of California's population.

- *Current and Future Campaigns:* Initiatives and campaigns include the following: Child Passenger Safety Week (February), Regional AVOID Campaigns (May, July, September), the You Drink and Drive. You Lose national and statewide anti-DUI campaign, Drunk and Drugged Driving Preparedness (3D) Month, and Seat Belt Mobilizations (May and November), held in connection with the national ABC Buckle Up Mobilization campaigns.
- *Media:* OTS assists local grantees in collaborative efforts to address transportation safety projects, including: radio and television PSAs, selected print media placements, billboard and target marketing, and, assistance with local media and press events.

STATE CERTIFICATIONS AND ASSURANCES

Failure to comply with applicable Federal statutes, regulations and directives may subject State officials to civil or criminal penalties and/or place the State in a high risk grantee status in accordance with 49 CFR § 18.12.

Each fiscal year the State will sign these Certifications and Assurances that the State complies with all applicable Federal statutes, regulations, and directives in effect with respect to the periods for which it receives grant funding. Applicable provisions include, but not limited to, the following:

- 23 USC - Highway Safety Act of 1966, as amended.
- 49 CFR Part 18 - Uniform Administrative Requirements for Grants and Cooperative Agreements to State and Local Governments.
- 49 CFR Part 19 - Uniform Administrative Requirements for Grants and Agreements with Institutions of Higher Education, Hospitals and Other Nonprofit Organizations.
- 23 CFR Chapter II - (§§ 1200, 1205, 1206, 1250, 1251, & 1252) Regulations Governing Highway Safety Programs.
- NHTSA Order 462-6C - Matching Rates for State and Community Highway Safety Programs.
- Highway Safety Grant Funding Policy for Field-Administered Grants.

CERTIFICATIONS AND ASSURANCES

The Governor is responsible for the administration of the State highway safety program through a State highway safety agency which has adequate powers and is suitably equipped and organized (as evidenced by appropriate oversight procedures governing such areas as procurement, financial administration, and the use, management, and disposition of equipment) to carry out the program (23 USC 402(b) (1) (A));

The political subdivisions of this State are authorized, as part of the State highway safety program, to carry out within their jurisdictions local highway safety programs which have been approved by the Governor and are in accordance with the uniform guidelines promulgated by the Secretary of Transportation (23 USC 402(b) (1) (B));

At least 40 percent of all Federal funds apportioned to this State under 23 USC 402 for this fiscal year will be expended by or for the benefit of the political subdivision of the State in carrying out local highway safety programs (23 USC 402(b) (1) (C)), unless this requirement is waived in writing;

This State's highway safety program provides adequate and reasonable access for the safe and convenient movement of physically handicapped persons, including those in wheelchairs, across curbs constructed or replaced on or after July 1, 1976, at all pedestrian crosswalks (23 USC 402(b) (1) (D));

Cash drawdowns will be initiated only when actually needed for disbursement, cash disbursements and balances will be reported in a timely manner as required by NHTSA, and the same standards of timing and amount, including the reporting of cash disbursement and balances, will be imposed upon any secondary recipient organizations (49 CFR 18.20, 18.21, and 18.41). Failure to adhere to these provisions may result in the termination of drawdown privileges);

The State has submitted appropriate documentation for review to the single point of contact designated by the Governor to review Federal programs, as required by Executive Order 12372 (Intergovernmental Review of Federal Programs);

Equipment acquired under this agreement for use in highway safety program areas shall be used and kept in operation for highway safety purposes by the State; or the State, by formal agreement with appropriate officials of a political subdivision or State agency, shall cause such equipment to be used and kept in operation for highway safety purposes (23 CFR 1200.21);

The State will comply with all applicable State procurement procedures and will maintain a financial management system that complies with the minimum requirements of 49 CFR 18.20;

The State highway safety agency will comply with all Federal statutes and implementing regulations relating to nondiscrimination. These include but are not limited to: (a) Title VI of the Civil Rights Act of 1964 (PL 88-352) which prohibits discrimination on the basis of race, color or national origin and 49 CFR Part 21; (b) Title IX of the Education Amendments of 1972, as amended (20 USC §§ 1681-1683, and 1685-1686), which prohibits discrimination on the basis of sex; (c) Section 504 of the Rehabilitation Act of 1973, as amended (29 USC § 794), which prohibits discrimination on the basis of handicaps; and 49 CFR Part 27 (d) the Age Discrimination Act of 1975, as amended (42 USC §§ 6101-6107), which prohibits discrimination on the basis of age; (e) the Drug Abuse Office and Treatment Act of 1972 (PL 92-255), as amended, relating to nondiscrimination on the basis of drug abuse; (f) the comprehensive Alcohol Abuse and Alcoholism Prevention, Treatment and Rehabilitation Act of 1970 (PL 91-616), as amended, relating to nondiscrimination on the basis of alcohol abuse of alcoholism; (g) §§ 523 and 527 of the Public Health Service Act of 1912 (42 USC §§ 290 dd-3 and 290 ee-3), as amended, relating to confidentiality of alcohol and drug abuse patient records; (h) Title VIII of the Civil Rights Act of 1968 (42 USC §§ 3601 et seq.), as amended, relating to nondiscrimination in the sale, rental or financing of housing; (i) any other nondiscrimination provisions in the specific statute(s) under which application for Federal assistance is being made; and, (j) the requirements of any other nondiscrimination statute(s) which may apply to the application.

The Drug-free Workplace Act of 1988(49 CFR Part 29 Sub-part F):

The State will provide a drug-free workplace by:

- a) Publishing a statement notifying employees that the unlawful manufacture, distribution, dispensing, possession or use of a controlled substance is prohibited in the grantee's workplace and specifying the actions that will be taken against employees for violation of such prohibition;
- b) Establishing a drug-free awareness program to inform employees about:
 - 1) The dangers of drug abuse in the workplace.
 - 2) The grantee's policy of maintaining a drug-free workplace.
 - 3) Any available drug counseling, rehabilitation, and employee assistance programs.
 - 4) The penalties that may be imposed upon employees for drug violations occurring in the workplace.
- c) Making it a requirement that each employee engaged in the performance of the grant be given a copy of the statement required by paragraph (a).

- d) Notifying the employee in the statement required by paragraph (a) that, as a condition of employment under the grant, the employee will --
 - 1) Abide by the terms of the statement.
 - 2) Notify the employer of any criminal drug statute conviction for a violation occurring in the workplace no later than five days after such conviction.
- e) Notifying the agency within ten days after receiving notice under subparagraph (d) (2) from an employee or otherwise receiving actual notice of such conviction.
- f) Taking one of the following actions, within 30 days of receiving notice under subparagraph (d) (2), with respect to any employee who is so convicted --
 - 1) Taking appropriate personnel action against such an employee, up to and including termination.
 - 2) Requiring such employee to participate satisfactorily in a drug abuse assistance or rehabilitation program approved for such purposes by a Federal, State, or local health, law enforcement, or other appropriate agency.
- g) Making a good faith effort to continue to maintain a drug-free workplace through implementation of paragraphs (a), (b), (c), (d), (e), and (f) above.

BUY AMERICA ACT

The State will comply with the provisions of the Buy America Act (23 USC 101 Note) which contains the following requirements:

Only steel, iron and manufactured products produced in the United States may be purchased with Federal funds unless the Secretary of Transportation determines that such domestic purchases would be inconsistent with the public interest; that such materials are not reasonably available and of a satisfactory quality; or that inclusion of domestic materials will increase the cost of the overall project contract by more than 25 percent. Clear justification for the purchase of non-domestic items must be in the form of a waiver request submitted to and approved by the Secretary of Transportation.

POLITICAL ACTIVITY (HATCH ACT)

The State will comply with the provisions of 5 USC §§ 1501-1508 and implementing regulations of 5 CFR Part 151, concerning "Political Activity of State or Local Offices, or Employees."

CERTIFICATION REGARDING FEDERAL LOBBYING

Certification for Contracts, Grants, Loans, and Cooperative Agreements

The undersigned certifies, to the best of his or her knowledge and belief, that:

- 1. No Federal appropriated funds have been paid or will be paid, by or on behalf of the undersigned, to any person for influencing or attempting to influence an officer or employee of any agency, a Member of Congress, an officer or employee of Congress, or an employee of a

Member of Congress in connection with the awarding of any Federal contract, the making of any Federal grant, the making of any Federal loan, the entering into of any cooperative agreement, and the extension, continuation, renewal, amendment, or modification of any Federal contract, grant, loan, or cooperative agreement.

2. If any funds other than Federal appropriated funds have been paid or will be paid to any person for influencing or attempting to influence an officer or employee of any agency, a Member of Congress, an officer or employee of Congress, or an employee of a Member of Congress in connection with this Federal contract, grant, loan, or cooperative agreement, the undersigned shall complete and submit Standard Form-LLL, "Disclosure Form to Report Lobbying," in accordance with its instructions.
3. The undersigned shall require that the language of this certification be included in the award documents for all sub-award at all tiers (including subcontracts, subgrants, and contracts under grant, loans, and cooperative agreements) and that all subrecipients shall certify and disclose accordingly.

This certification is a material representation of fact upon which reliance was placed when this transaction was made or entered into. Submission of this certification is a prerequisite for making or entering into this transaction imposed by section 1352, Title 31, US Code. Any person who fails to file the required certification shall be subject to a civil penalty of not less than \$10,000 and not more than \$100,000 for each such failure.

CERTIFICATION REGARDING STATE LOBBYING

None of the funds under this program will be used for any activity specifically designed to urge or influence a State or local legislator to favor or oppose the adoption of any specific legislative proposal pending before any State or local legislative body. Such activities include both direct and indirect (e.g., "grassroots") lobbying activities, with one exception. This does not preclude a State official whose salary is supported with NHTSA funds from engaging in direct communications with State or local legislative officials, in accordance with customary State practice, even if such communications urge legislative officials to favor or oppose the adoption of a specific pending legislative proposal.

CERTIFICATION REGARDING DEBARMENT AND SUSPENSION

Instructions for Primary Certification

1. By signing and submitting this proposal, the prospective primary participant is providing the certification set out below.
2. The inability of a person to provide the certification required below will not necessarily result in denial of participation in this covered transaction. The prospective participant shall submit an explanation of why it cannot provide the certification set out below. The certification or explanation will be considered in connection with the department or agency's determination whether to enter into this transaction. However, failure of the prospective primary participant to furnish a certification or an explanation shall disqualify such person from participation in this transaction.
3. The certification in this clause is a material representation of fact upon which reliance was placed when the department or agency determined to enter into this transaction. If it is later determined that the prospective primary participant knowingly rendered an erroneous

certification, in addition to other remedies available to the Federal Government, the department or agency may terminate this transaction for cause for default.

4. The prospective primary participant shall provide immediate written notice to the department or agency to which this proposal is submitted if at any time the prospective primary participant learns its certification was erroneous when submitted or has become erroneous by reason of changed circumstances.
5. The terms covered *transaction, debarred, suspended, ineligible, lower tier covered transaction, participant, person, primary covered transaction, principal, proposal, and voluntarily excluded*, as used in this clause, have the meaning set out in the Definitions and coverage sections of the rules implementing Executive Order 12549. You may contact the department or agency to which this proposal is being submitted for assistance in obtaining a copy of those regulations.
6. The prospective primary participant agrees by submitting this proposal that, should the proposed covered transaction be entered into, it shall not knowingly enter into any lower tier covered transaction with a person who is proposed for debarment under 48 CFR Part 9, subpart 9.4, debarred, suspended, declared ineligible, or voluntarily excluded from participation in this covered transaction, unless authorized by the department or agency entering into this transaction.
7. The prospective primary participant further agrees by submitting this proposal that it will include the clause titled "Certification Regarding Debarment, Suspension, Ineligibility and Voluntary Exclusion-Lower Tier Covered Transaction," provided by the department or agency entering into this covered transaction, without modification, in all lower tier covered transactions and in all solicitations for lower tier covered transactions.
8. A participant in a covered transaction may rely upon a certification of a prospective participant in a lower tier covered transaction that it is not proposed for debarment under 48 CFR Part 9, subpart 9.4, debarred, suspended, ineligible, or voluntarily excluded from the covered transaction, unless it knows that the certification is erroneous. A participant may decide the method and frequency by which it determines the eligibility of its principals. Each participant may, but is not required to, check the list of Parties Excluded from Federal Procurement and Non-procurement Programs.
9. Nothing contained in the foregoing shall be construed to require establishment of a system of records in order to render in good faith the certification required by this clause. The knowledge and information of a participant is not required to exceed that which is normally possessed by a prudent person in the ordinary course of business dealings.
10. Except for transactions authorized under paragraph 6 of these instructions, if a participant in a covered transaction knowingly enters into a lower tier covered transaction with a person who is proposed for debarment under 48 CFR Part 9, subpart 9.4, suspended, debarred, ineligible, or voluntarily excluded from participation in this transaction, in addition to other remedies available to the Federal Government, the department or agency may terminate this transaction for cause or default.

Certification Regarding Debarment, Suspension, and Other Responsibility
Matters - Primary Covered Transactions

1. The prospective primary participant certifies to the best of its knowledge and belief, that its principals:

- a. Are not presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded by any Federal department or agency;
 - b. Have not within a three-year period preceding this proposal been convicted of or had a civil judgment rendered against them for commission of fraud or a criminal offense in connection with obtaining, attempting to obtain, or performing a public (Federal, State or local) transaction or contract under a public transaction; violation of Federal or State antitrust statutes or commission of embezzlement, theft, forgery, bribery, falsification or destruction of record, making false statements, or receiving stolen property;
 - c. Are not presently indicted for or otherwise criminally or civilly charged by a governmental entity (Federal, State or Local) with commission of any of the offenses enumerated in paragraph (1)(b) of this certification; and
 - d. Have not within a three-year period preceding this application/proposal had one or more public transactions (Federal, State, or local) terminated for cause or default.
2. Where the prospective primary participant is unable to certify to any of the Statements in this certification, such prospective participant shall attach an explanation to this proposal.

Instructions for Lower Tier Certification

1. By signing and submitting this proposal, the prospective lower tier participant is providing the certification set out below.
2. The certification in this clause is a material representation of fact upon which reliance was placed when this transaction was entered into. If it is later determined that the prospective lower tier participant knowingly rendered an erroneous certification, in addition to other remedies available to the Federal government, the department or agency with which this transaction originated may pursue available remedies, including suspension and/or debarment.
3. The prospective lower tier participant shall provide immediate written notice to the person to which this proposal is submitted if at any time the prospective lower tier participant learns that its certification was erroneous when submitted or has become erroneous by reason of changed circumstances.
4. The terms "covered transaction," "debarred," "suspended," "ineligible," "lower tier covered transaction," "participant," "person," "primary covered transaction," "principal," "proposal," and "voluntarily excluded," as used in this clause, have the meanings set out in the Definition and Coverage sections of 49 CFR Part 29. You may contact the person to whom this proposal is submitted for assistance in obtaining a copy of those regulations.
5. The prospective lower tier participant agrees by submitting this proposal that, should the proposed covered transaction be entered into, it shall not knowingly enter into any lower tier covered transaction with a person who is debarred, suspended, declared ineligible, or voluntarily excluded from participation in this covered transaction, unless authorized by the department or agency with which this transaction originated.

6. The prospective lower tier participant further agrees by submitting this proposal that it will include this clause titled "Certification Regarding Debarment, Suspension, Ineligibility and Voluntary Exclusion -- Lower Tier Covered Transaction," without modification, in all lower tier covered transactions and in all solicitations for lower tier covered transactions. (See below)
7. A participant in a covered transaction may rely upon a certification of a prospective participant in a lower tier covered transaction that it is not debarred, suspended, ineligible, or voluntarily excluded from the covered transaction, unless it knows that the certification is erroneous. A participant may decide the method and frequency by which it determines the eligibility of its principals. Each participant may, but is not required to, check the Non-procurement List.
8. Nothing contained in the foregoing shall be construed to require establishment of a system of records in order to render in good faith the certification required by this clause. The knowledge and information of a participant is not required to exceed that which is normally possessed by a prudent person in the ordinary course of business dealings.
9. Except for transactions authorized under paragraph 5 of these instructions, if a participant in a covered transaction knowingly enters into a lower tier covered transaction with a person who is suspended, debarred, ineligible, or voluntarily excluded from participation in this transaction, in addition to other remedies available to the Federal government, the department or agency with which this transaction originated may pursue available remedies, including suspension and/or debarment.

Certification Regarding Debarment, Suspension, Ineligibility And Voluntary

Exclusion -- Lower Tier Covered Transactions

1. The prospective lower tier participant certifies, by submission of this proposal, that neither it nor its principals is presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded from participation in this transaction by any Federal department or agency.
2. Where the prospective lower tier participant is unable to certify to any of the statements in this certification, such prospective participants shall attach an explanation to this proposal.

ENVIRONMENTAL IMPACT

The Governor's Representative for Highway Safety has reviewed the State's Fiscal Year 2001 highway safety planning document and hereby declares that no significant environmental impact will result from implementing this Highway Safety Plan. If under a future revision, this Plan will be modified in such a manner that a project would be instituted that could affect environmental quality to the extent that a review and statement would be necessary, this office is prepared to take the action necessary to comply with the National Environmental Policy Act of 1969 (42 USC 4321 et seq.). Council on Environmental Quality regulations on compliance with the National Environmental Policy Act of 1969, as amended, 40 CFR Part 1500 et seq.



Governor's Representative for Highway Safety

August 29, 2003

Date

PART II

PROGRAM AREAS

PROGRAM PLANNING AND ADMINISTRATION

I. PROGRAM OVERVIEW

The Planning and Administration program area includes those activities and costs necessary for the overall management and operations of the California Office of Traffic Safety (OTS). These activities include:

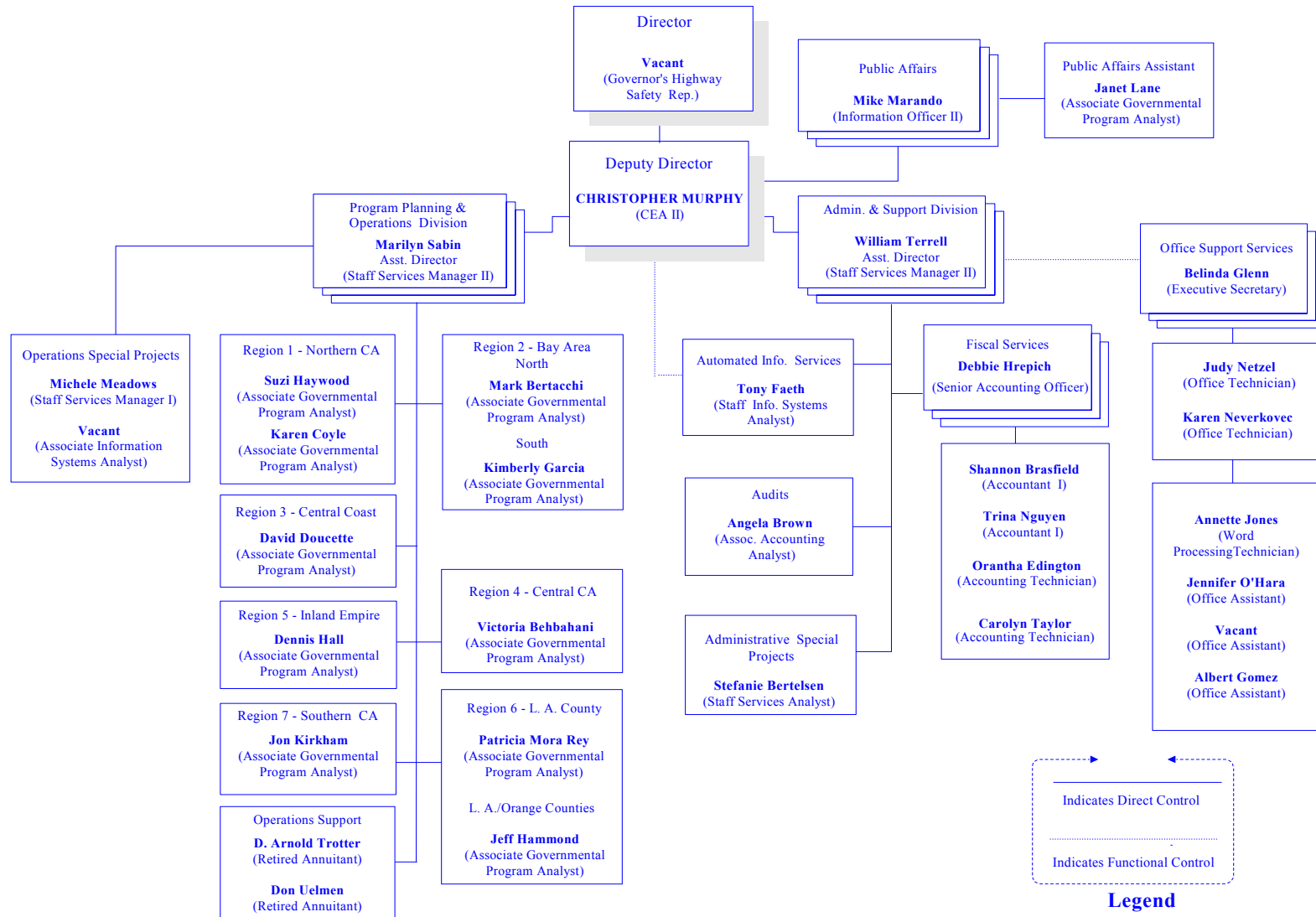
- Identifying the state's most significant traffic safety problems.
- Prioritizing problems and developing methods for the distribution of funds.
- Developing the annual Highway Safety Plan (HSP).
- Recommending individual projects to be funded.
- Developing planned projects.
- Monitoring projects.
- Evaluating accomplishments.
- Preparing a variety of program and project reports.
- Conducting project audits.
- Directing the traffic safety legislative program.
- Increasing public awareness and community support.
- Participating on various traffic safety committees and task forces.
- Generally promoting and coordinating traffic safety in California.
- Hosting a NHTSA Region IX Regional meeting and the National Lifesavers' Conference every three or four years.
- Planning and conducting a Law Enforcement Executive Symposium in February 2004.
- Creating public awareness campaigns and providing staff and spokespersons in English and Spanish for all annual national campaigns, e.g., Child Passenger Week, Drunk and Drugged Driving Awareness Month, etc.
- Providing regional fiscal and operations trainings to all applicable project personnel annually.

- Giving workshops on OTS and grant funding to several different Conferences each year.

II. CURRENT STATUS

OTS includes a staff of 32 full-time positions and two retired annuitant responsible for the activities listed above. The organization chart, page PA-3, portrays the structure of OTS. The Director is responsible for the entire California program and serves as the Governor's Highway Safety Representative. As the Governor's representative, the OTS Director participates in activities impacting the highway safety program nationwide. The Deputy Director manages the program's day-to-day activities. The Program Planning and Operations Section develops the HSP and is responsible for the implementation of the grant projects with both state and local entities. In addition, activities within the various program areas are administered through this section. The Administration and Program Support Section encompasses information technology, fiscal and business services, clerical support and legislative services.

OFFICE OF TRAFFIC SAFETY ORGANIZATION CHART



TRAINING

Training needs are identified to improve overall staff skills needed in the day-to-day operations of the office. In addition, there is a demand for program specific training for various traffic safety professionals throughout the state. Program specific training has enhanced the abilities of traffic safety professionals to conduct exemplary programs furthering the cause of traffic safety in California. Examples of some of the training programs include:

- ◆ **Highway Safety Program Management** - A detailed course for traffic safety professionals designed to enhance their knowledge, skills and abilities. The fundamental purpose is to provide a forum to address principles of efficient and effective highway safety program management.
- ◆ **Skills Building Workshops** - Various brief workshop sessions designed to build skills may be scheduled. These may include writing, team building, analyst skills, contracting, etc. Attendance at these workshops will result in improved job performance.
- ◆ **Financial Management** - Courses designed to provide the basis for a current working knowledge of procedures, policies and law changes affecting governmental/grant accounting practices. Attendance at these courses will enhance the ability of OTS fiscal staff to maintain currency in topical accounting issues.
- ◆ **Computer Training Courses** - Courses designed to provide OTS staff with the knowledge necessary to operate the software programs installed on our computer system. Attendance at the courses will increase knowledge in operating skills for all users and provide the system administrator and backup administrator with the skills to maintain and support the computer system.
- ◆ **Program Specific Workshops/Seminars** - A number of program specific training sessions are planned by OTS staff and occasionally included in individual local programs. These include, but are not limited to, driving under the influence (DUI) prosecutor/judge training, occupant protection enforcement training, safety in construction zone training, etc.
- ◆ **Grant Specific Workshops/Seminars** - Various workshops/seminars will be conducted for grantee agencies in the OTS Regions on grant specific information. For example, once a grantee has been approved to develop a draft project agreement, a workshop may be held for several agencies in the region to facilitate the development of the draft agreement.

III. GOALS AND PERFORMANCE MEASURES

It is the goal of the Planning and Administration program to provide the management, supervision and support services for the activities necessary to operate the traffic safety program in the State of California. The performance measures to support this goal include:

- ◆ To develop a coordinated HSP/Performance Plan by September 1, 2004.
- ◆ To provide documentation on qualifications for special funded incentive programs.
- ◆ To develop, coordinate, monitor and administratively evaluate traffic safety projects identified in the Plan.
- ◆ To conduct an active public awareness and community support program, during fiscal year 2004.
- ◆ To develop the Annual Progress Report, by December 31, 2003.
- ◆ To utilize all available means for improving and promoting the California traffic safety program.

IV. TASKS

TASK 1 - OPERATION OF THE PROGRAM

Costs included in this program area include the salary of the Governor's Highway Safety Representative, the salaries of the management staff, the salaries of the fiscal and clerical support personnel, and most operating costs. That portion of all other OTS personnel salaries, as well as certain operating expenses directly related to program development, coordination, monitoring, evaluation and auditing are charged to the appropriate program area.

Other funds in this program area are used to contract with Caltrans for personnel, business duplications, and other miscellaneous administrative services.

Detail for Planning and Administration Costs

A. Personnel Costs	\$1,834,295	
B. Travel Expenses	100,533	
C. Contractual Services	2,265,207	
D. Other Direct Costs	668,433	
Total OTS Budget		\$4,868,468
State Share		365,160
Federal Share		4,503,308
Less: Amount Chargeable to Program Areas	\$1,924,119	
Public Information Campaigns	1,200,000	
Total: Federal Share of PSP 04-PA		\$1,379,189

Amounts Chargeable to Program PSPs

Project No.	PSP	Cost	Percent
04-AL	Alcohol & Other Drugs	\$179,467	9.3%
04-AL-410	Alcohol & Other Drugs Incentive Program	273,396	14.2%
04-EM	Emergency Medical Services	178,963	9.3%
04-OP	Occupant Protection	179,715	9.3%
04-PS	Pedestrian and Bicycle Safety Programs	229,439	11.9%
04-PT	Police Traffic Services	418,377	21.7%
04-RS	Traffic Engineering	98,199	5.1%
04-TR	Traffic Records	104,908	5.5%
04-157*	Incentive Funds	161,655	8.4%
04-164	164 Transfer Funds	<u>100,000</u>	<u>5.3%</u>
	TOTAL	\$1,924,119	100.0%

* Spread to the various program areas based on percentage of planned 157 funds.

ANTICIPATED PROGRAM FUNDING SOURCES

FUND	2004 APPROPRIATIONS AND ESTIMATED CARRYOVER
Seat Belt Use Incentive (157)	*\$16,500,000.00
Innovative Seat Belt Grants (157b)	*\$0.00
.08 Alcohol Incentive (163)	*\$9,000,000.00
Repeat Intoxicated Driver Law (164)	*\$47,509,619.00
Child Passenger Protection Education (2003b)	*\$721,000.00
NHTSA/FHWA (402) (Basic Highway Safety Funds)	*\$14,997,000.00
Occupant Protection Incentive (405)	*\$2,690,000.00
Alcohol Incentive (410)	*\$4,476,000.00
Grand Total	*\$95,893,619.00

*These amounts are estimated and are subject to change.
**POLITICAL SUBDIVISION PARTICIPATION
 IN STATE HIGHWAY SAFETY PROGRAM
 FFY 2004 HSP**

GRANTS	LOCAL	LOCAL BENEFIT	STATE*	TOTAL
NEW GRANTS	134	9	14	157
NEW MINI GRANTS	319	-	-	319
	16,716,710.00	1,666,371.00	9,935,813.00	\$28,318,894.00
	18,383,081.00			
	64.91%		35.09%	
CONTINUATIONS	146	29	23	198
	7,403,060.00	3,840,429.00	7,908,377.00	\$19,151,866.00
	11,243,489.00			
	58.71%		41.29%	
ALL GRANTS (New and Continuing)	599	36	38	674
	24,119,770.00	5,506,800.00	17,844,190.00	\$47,470,760.00
	29,626,570.00			
	62.41%		37.59%	

* Includes the P&A project.

FUNDS and GRANTS EXCLUDED

Section 164: Repeat Intoxicated Driver Law Funds (Hazard Elimination Grants)
Section 405: Occupant Protection Incentive Funds
Section 410: Alcohol Incentive Funds
Section 2003b: Child Passenger Protection Education Funds
Code Q08 Grants: Federal Aid Highway Type Programs

**FISCAL YEAR 2004 PROGRAM FUNDING
(PLANNING AND ADMINISTRATION)**

Task	Title		Major Cost Items					
1	Planning and Administration Project		Staff Hours, Equipment, Travel Expenses, Contractual Services, Other Direct Costs					
Program Code	Task No/ Agency	Funding Sources/Codes						Estimated Agency Contribution
		157	163	402	405	410	411	
PA	1 Local	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
	State	\$161,655.00	\$0.00	\$1,379,189.00	\$0.00	\$0.00	\$0.00	\$365,160.00
PSP TOTALS								
	LOCAL:	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
	STATE:	\$161,655.00	\$0.00	\$1,379,189.00	\$0.00	\$0.00	\$0.00	\$365,160.00

ALCOHOL AND OTHER DRUGS

I. PROGRAM OVERVIEW

Though significant progress has been made in reducing the frequency of driving under the influence (DUI) and related injuries and fatalities, alcohol remains the number one Primary Collision Factor (PCF) in fatal crashes. Alcohol-involved fatalities increased in 2002 for the fourth straight year, overturning the downward trend of previous years. In 2002, Statewide Integrated Traffic Records System (SWITRS) provisional data shows 33,457 people were killed or injured in alcohol-involved crashes reflecting a 1.0 percent increase from 2001 and a 4.4 percent increase from the low of 32,057 in 1998.

DUI continues to be one of society's major problems. The National Highway Traffic Safety Administration (NHTSA) estimates that two in five Americans will be affected by alcohol related collisions during their lifetime. OTS addresses this problem by funding DUI enforcement, public education, adjudication, prevention programs, training, and licensing systems. In addition, OTS develops and implements successful alcohol education and awareness programs aimed at reducing problems associated with underage high school and college drinking.

Alcohol is the drug most commonly used by youth and is one of the most common contributors to youth injuries, deaths, and criminal behaviors. The youth population continues to grow, and the use of alcohol continues to increase among high school students. Although drivers aged 15 through 19 make up only 4.1 percent of the driving population, they constituted 7.8 percent of Had Been Drinking (HBD) drivers in fatal and injury collisions during 2002.

In 2002, the 20-34 year old age group represented 29.3 percent of all licensed drivers. This group is over-represented in HBD driver crashes, making up 47.6 percent of all HBD drivers in fatal and injury crashes. A comparison from 2001 data shows the number of 20-34 year olds involved in HBD fatal and injury collisions rose 8.0 percent during 2002. According to the SWITRS provisional data the number of fatal and injury collisions for this group has risen over the past four consecutive years.

NHTSA estimates that as many as 2,000 alcohol-impaired driving trips occur for every DUI arrest and that even during special drinking-driving enforcement programs, as many as 300 trips occur for each DUI arrest. Many potential offenders are deterred from drinking and driving only if there is a public perception that they will be caught and punished. Research shows that increased public attention and news coverage of DUI enforcement efforts can help reduce alcohol-related crashes.

Repeat DUI offenders continue to present a hazard to traffic safety. Drivers who have been convicted of DUI are more likely than others to be arrested subsequently for DUI and to be involved in alcohol-related crashes (NHTSA and National Institute of Alcohol Abuse and Alcoholism, NIAAA 1996). In the United States, one of every six (16.6 percent) drivers killed in a crash who had a positive blood alcohol content (BAC) had been convicted of DUI within three years before the crash (NHTSA 1997).

A 1996 NHTSA study of repeat offenders showed that when police presence was certain, there was a corresponding decrease in DUI behavior among study participants. Additionally, the threat of arrest and/or the consequences of arrest caused 61 percent of the repeat offenders studied to stop their behavior for some period of time.

II. ACTION PLANS

OTS realizes that no one approach is effective for every community. Grantees are encouraged to develop programs that address specific needs for their city, and programs that include multiple components are encouraged.

Through OTS funding in fiscal year 2004, the California Highway Patrol (CHP) will continue to provide mini grants to local agencies to conduct the "Teen Choices" and "Every 15 Minutes" programs. The Every 15 Minutes program is a two-day program that focuses on high school juniors and seniors and challenges them to think about the consequences of drinking, personal safety and the responsibility of making mature decisions when lives are involved. The program name was derived from the unfortunate fact during the early 1980s that Every 15 Minutes someone in the United States was killed in an alcohol-related traffic collision.

In an aggressive effort to reach the 21 to 34 year old age group, California has launched multiple projects implementing education, prevention, and alcohol access enforcement efforts. These efforts are strategically placed on college campuses and within the surrounding communities. Multiple agencies are participating to provide a comprehensive approach to reducing increasing alcohol related traffic crashes among this group.

With the help of OTS funding, California has been leading the nation in pioneering Portable Evidential Breath Testing (PEBT) device technology that expedites evidence collection and promotes accuracy and efficiency for adjudication. The device California has been using includes a peripheral magnetic strip reader for instant electronic collection of subject and officer information. In addition, this device electronically stores all test results and subject information for transfer to a central database or directly to the California Department of Justice. One of the major advantages of using this device is that it decreases the time required for officers to transport and process DUI arrestees and increases the amount of time they spend patrolling and making additional DUI arrests.

OTS continues to promote the "Avoid" program concept in fiscal year 2004. These programs provide increased DUI enforcement by bringing together agencies from different jurisdictions to target a region with highly visible DUI enforcement and sobriety checkpoints and an intense media campaign. Targeted enforcement is conducted when DUI incidents are typically at their highest during the winter holiday period (Christmas and New Years), July 4th and Labor Day weekends. Daily news releases inform the public of enforcement efforts and arrests made. In fiscal year 2004, 35 of these projects will be conducted.

To achieve the greatest potential for reducing fatalities and injuries, OTS recommends grantees consider the following countermeasures when preparing their project agreements (*Note: The OTS "Blueprints" contain additional recommended "best practice" countermeasures*):

- To conduct frequent, highly visible and publicized sobriety checkpoints and selective enforcement operations.
- To conduct "Every 15 Minutes," or "Teen Choices" youth DUI programs.
- To air paid/free public service announcements depicting home videos of victims killed by drunk drivers to be aired during "prime time".

- To provide funds for active and Preliminary Alcohol Screening (PAS) devices, DUI trailers, and other DUI enforcement equipment.
- To provide funds for Portable Evidential Breath Testing (PEBT) devices.
- To conduct “stakeouts” of habitual DUI offenders who continue to drive with suspended or revoked licenses.
- To develop local “hotlines” to report DUI offenders who continue to drive with suspended or revoked licenses.
- To establish DUI warrant service programs targeting habitual DUI offenders who fail to appear in court.
- To increase DUI conviction rates by surveying counties with disproportionately low DUI conviction rates to determine corrective action needed to improve conviction rates.
- To reduce the time and effort required to process DUI arrests by replacing paperwork with electronic automation.
- To conduct youth “Visitation Programs” for DUI offenders, coordinating sessions with courts, trauma centers, and law enforcement agencies.
- To promote comprehensive community alcohol programs that includes enforcement, public education, community organization, and judicial liaison and training.
- To promote comprehensive programs directed at young drivers concerning alcohol and other drugs.
- To provide administrative support and coordination to an overall DUI program through means such as local coalitions, the Traffic Alliance for a Safer California (TASC), etc.
- To provide training for judicial officials to improve the adjudication process involving DUI convictions, to promote assurance that restitution fines and orders are requested by district attorneys and probation officers and then imposed by judges and commissioners, and to enhance judiciary personnel knowledge of DUI laws and issues.
- To implement college-environment educational prevention and media strategies targeting high-risk college students on various college campuses.
- To promote high school, junior high and elementary youth DUI prevention programs at various schools statewide.
- To conduct real DUI trials for local high school students.
- To work closely with community based organizations (CBO) to promote DUI traffic safety programs.
- To conduct “sales to minors” enforcement operations.
- To expand statewide creation of the multi-agency Avoid Campaigns during high-risk holiday periods.

III. TASKS

TASK 1 - PROGRAM DEVELOPMENT AND ADMINISTRATIVE COORDINATION

This task provides for the necessary staff time and expenses incurred by OTS that are directly related to the planning, development, coordination, monitoring, auditing, and evaluation of projects within this program area, and the preparation of the 2005 Highway Safety Plan. Funding is also provided in this task for the printing of brochures and pamphlets, distributing literature and media materials developed through successful projects, or obtained from other sources. Assistance is also provided under this task to individuals to attend and participate in technology transfer workshops, training sessions, or educational meetings or conferences.

TASK 2 - DUI ENFORCEMENT/EDUCATION/PUBLIC INFORMATION

This task provides for comprehensive drunk driving enforcement programs implemented through enforcement agencies. The programs under this task are comprised of multiple components including increased enforcement to focus on sobriety checkpoints, the purchase of specialized equipment, and the implementation of enhanced alcohol public information and education programs. The table below details the programs under this task for fiscal year 2004.

Task 2				FFY 2004 Program Components			
Project No.	Fund	Agency	FFY 2004 Equipment Purchases	Enforcement Activity	Educational Presentations	Public Information	FFY 2004 Federal Share
AL0225	163	Huntington Park PD	N/A	2 DUI Checkpoints	N/A	N/A	\$4,620

AL0106	164	Gardena PD	N/A	58 Special Enforcement Operations 4 DUI Checkpoints	N/A	N/A	\$97,195
AL0204	164	City of Redding	N/A	12 DUI Checkpoints 6 Saturation Patrols	N/A	Press Releases	\$43,168
AL0301	164	Albany Police Department	Radar Trailer	6 Saturation Patrols	TBD	SCREECH Banner Poster Campaign	\$18,000
AL0303	164	Bakersfield Police Department	N/A	8 DUI Checkpoints 2 Decoy Shoulder Tap Operations	N/A	Press Releases PSA	\$94,452
AL0305	164	Brea Police Department	N/A	1 DUI Checkpoint 13 DUI Roving Patrols	1 Assembly	Local Cable, DUI Material in Utility Billings	\$11,100
AL0307	164	California Highway Patrol	LCD Projector	40 DUI Checkpoints 12 DUI Task Force Operations Roving Patrols	N/A	Media Campaign	\$811,548

Task 2				FFY 2004 Program Components			
Project No.	Fund	Agency	FFY 2004 Equipment Purchases	Enforcement Activity	Educational Presentations	Public Information	FFY 2004 Federal Share
AL0309	164	Chula Vista Police Department	N/A	6 DUI Checkpoints	28 Presentations	Press Releases	\$66,812
AL0312	164	Daly City Police Department	N/A	2 DUI Checkpoints	1 Presentation	Press Releases Media/Billboards & Newspapers Promotional Flyers	\$10,000
AL0314	164	El Centro Police Department	N/A	N/A	N/A	Press Releases Community Events	\$0
AL0315	164	El Monte PD	N/A	12 Roving DUI Patrols 4 DUI Checkpoints	4 Presentations	N/A	\$93,524
AL0316	164	Eureka Police Department	N/A	3 DUI Checkpoints 6 Roving Patrols	3 Presentations	PSA Press Releases	\$22,500
AL0317	164	Fairfield Police Department	N/A	8 DUI Checkpoints	TBD	Promotional Materials	\$66,613
AL0319	164	Hayward Police Department	N/A	1 DUI Checkpoint 4 Saturation Patrols	N/A	Promotional Materials	\$16,000

Task 2				FFY 2004 Program Components			
Project No.	Fund	Agency	FFY 2004 Equipment Purchases	Enforcement Activity	Educational Presentations	Public Information	FFY 2004 Federal Share
AL0320	164	Hermosa Beach Police Department	N/A	1 DUI Checkpoint 13 DUI Roving Patrols	N/A	N/A	\$11,031
AL0321	164	Huntington Beach Police Department	N/A	N/A	N/A	N/A	\$0
AL0323	164	Lompoc Police Department	N/A	12 DUI Checkpoints 6 Roving Patrols 2 Sting Operations	24 Presentations	PR Campaign Press Releases TV Broadcasts	\$30,190
AL0324	164	Lynwood - Los Angeles County Sheriff's Department	N/A	4 DUI Checkpoints	12 Presentations	Community Events Student Valet Programs	\$68,275
AL0325	164	Manteca Police Department	N/A	192 DUI Patrols 12 Decoy Shoulder Tap Operations 6 IMPACT Inspections	1 Every 15 Minutes Program	Aggressive DUI PI&E Campaign	\$47,590
AL0328	164	Newport Beach Police Department	N/A	4 DUI Checkpoints 32 DUI Roving Patrols	N/A	Responsible Alcohol Service Campaign	\$39,049
AL0330	164	Oxnard Police Department	N/A	8 DUI Checkpoints 8 Roving Patrols 6 Sting Operations	6 Presentations	PR Campaign	\$141,050

Task 2				FFY 2004 Program Components			
Project No.	Fund	Agency	FFY 2004 Equipment Purchases	Enforcement Activity	Educational Presentations	Public Information	FFY 2004 Federal Share
AL0331	164	Palm Springs Police Department	N/A	35 Roving Patrols 3 DUI Checkpoints	4 Presentations	Poster Campaign Press Releases	\$137,602
AL0333	164	Porterville Police Department	N/A	4 DUI Checkpoints 2 Special Enforcement Operations	3 DUI School Presentations	Press Releases	\$48,368
AL0334	164	Redwood City Police Department	N/A	2 DUI Checkpoints 2 Saturation Patrols	3 Presentations	Press Releases Promotional Items	\$4,018
AL0335	164	Richmond Police Department	N/A	15 Saturation Patrols 1 DUI Checkpoint	3 Presentations	Educational Video/ Printed Materials Press Releases	\$11,016
AL0336	164	Sacramento Police Department	N/A	10 DUI Checkpoints 10 Enforcement Operations	5 Presentations	Press Releases	\$160,692
AL0339	164	San Diego Police Department	N/A	1 DUI Checkpoint 25 Saturation Patrols	6 Presentations	Press Releases	\$144,770
AL0340	164	San Fernando PD	N/A	24 Special Enforcement Operations 2 DUI Checkpoints	2 Presentations	N/A	\$34,052

Task 2				FFY 2004 Program Components			
Project No.	Fund	Agency	FFY 2004 Equipment Purchases	Enforcement Activity	Educational Presentations	Public Information	FFY 2004 Federal Share
AL0342	164	San Gabriel PD	N/A	5 DUI Checkpoints 2 Special Enforcement Operations	N/A	N/A	\$16,500
AL0344	164	Santa Barbara Police Department	N/A	28 DUI Checkpoints 5 Roving Patrols	60 Presentations	Press Releases	\$111,620
AL0346	164	Santa Cruz Police Department	N/A	4 DUI Checkpoints 8 Saturation Patrols	1 Presentation	Media Events	\$91,184
AL0348	164	Santa Maria Police Department	N/A	5 DUI Checkpoints	22 Presentations	Press Releases	\$74,767
AL0352	164	Truckee Police Department	N/A	3 DUI Checkpoints	N/A	Press Releases	\$0
AL0353	164	Tulare Police Department	N/A	12 DUI Checkpoints 12 DUI Patrols	N/A	Media Events Press Releases	\$40,265
AL0354	164	Union City Police Department	N/A	1 DUI Checkpoint Saturation Patrols	N/A	City Newsletter and Cable Channel	\$11,947

Task 2				FFY 2004 Program Components			
Project No.	Fund	Agency	FFY 2004 Equipment Purchases	Enforcement Activity	Educational Presentations	Public Information	FFY 2004 Federal Share
AL0355	164	West Sacramento Police Department	N/A	1 DUI Checkpoints	2 Presentations	PR Campaign Press Releases	\$5,922
AL0359	164	Chico Police Department	N/A	6 DUI Checkpoints 4 Saturation Patrols 2 Probation Visits	2 Presentations	Press Releases	\$35,832
AL0360	164	Carson Department of Public Safety	N/A	3 DUI Checkpoints	N/A	N/A	\$25,054
AL0361	164	San Jose Police Department	N/A	4 Checkpoints 12 Saturation Patrols	16 Presentations	Press Releases Promotional Items Media Campaign	\$57,658
AL0363	164	Riverside Police Department	N/A	5 DUI Checkpoints 8 Roving Patrols	1 Presentation	Brochures/Posters/ Banners/Stickers	\$59,586
AL0364	164	Rialto Police Department	N/A	4 Checkpoints 1 Warrant Operation	3 Presentations	Press Releases Website Postings	\$80,000
AL0365	164	Ontario Police Department	N/A	4 Checkpoints 83 Saturation Patrols	1 Every 15 Minutes Program	Press Releases	\$131,610

Task 2				FFY 2004 Program Components			
Project No.	Fund	Agency	FFY 2004 Equipment Purchases	Enforcement Activity	Educational Presentations	Public Information	FFY 2004 Federal Share
AL0367	164	Stockton Police Department	N/A	12 DUI Checkpoints 4 Shoulder Tap Operations	6 Educational 4 Worksite 2 Friday Night Live Assemblies	Press Releases	\$132,143
AL0371	164	Anaheim Police Department	N/A	6 DUI Checkpoints 5 Saturated DUI Patrols 6 Felony DUI Probation Visitations	120 Driving Simulator Classes	N/A	\$117,221
AL0372	164	Buena Park Police Department	N/A	3 DUI Checkpoints 62 DUI Roving Patrols	3 Presentations	N/A	\$26,208
AL0373	164	Long Beach Police Department	N/A	4 DUI Checkpoints 6 Saturation Patrols 4 DUI Warrant Operations 2 DUI/Suspended License Court Stings 4 Felony DUI Probation Visitations	N/A	N/A	\$115,880
AL0379	164	Delano Police Department	N/A	3 DUI Checkpoints 5 Special DUI Operations 4 Shoulder Tap Operations 4 Speed Enforcement Operations	10 School Presentations	Press Releases Media Events	\$6,334

Task 2				FFY 2004 Program Components			
Project No.	Fund	Agency	FFY 2004 Equipment Purchases	Enforcement Activity	Educational Presentations	Public Information	FFY 2004 Federal Share
AL0380	164	Vacaville Police Department	N/A	6 DUI Checkpoints	2 Presentations	Traffic Safety Literature PSA	\$57,794
AL0383	164	Fontana Police Department	N/A	4 DUI Checkpoints 37 Saturation Patrols	30 Presentations	Press Releases	\$49,188
AL0385	164	Paramount Department of Public Safety	N/A	1 DUI Checkpoint, 13 DUI Roving Patrols	N/A	DUI Material in Utility Billings	\$12,720
AL0386	164	Hawaiian Gardens Department of Public Safety	N/A	2 DUI Checkpoints, 12 DUI Roving Patrols	N/A	N/A	\$26,513
AL0387	164	Fresno Police Department	N/A	12 Checkpoints 12 Search/Finds	4 Live Theater 4 Reality Check	Press Releases	\$46,502
AL0389	164	Dinuba Police Department	N/A	5 DUI Checkpoints 2 Saturation Patrols	2 Community Presentations	Press Releases	\$8,874
AL0396	164	Huntington Park PD	N/A	2 Special Enforcement Operations 2 Minor Decoy Operations	N/A	Graphic Message Board w/DUI messages	\$36,235

Task 2				FFY 2004 Program Components			
Project No.	Fund	Agency	FFY 2004 Equipment Purchases	Enforcement Activity	Educational Presentations	Public Information	FFY 2004 Federal Share
AL0402	164	Antioch Police Department	1 DUI Trailer	6 DUI Checkpoints 6 Saturation Patrols	N/A	Press Releases	\$46,000
AL0404	164	Bell Police Department	Programmable Display Trailer	12 DUI Checkpoints 6 Special Enforcement Operations	2 Presentations	TBD	\$80,000
AL0413	164	California Highway Patrol	N/A	200 DUI Checkpoints 45 DUI Task Force Operations Roving DUI Patrols	16 Presentations	Public Awareness Campaign	\$2,165,000
AL0421	164	Costa Mesa	N/A	8 DUI Checkpoints, 208 nights of DUI Patrol	"Every 15 Minutes" Presentation	Handout material, Seat Belt Campaign	\$90,000
AL0430	164	Garden Grove	N/A	12 DUI Checkpoints, 208 Nights of DUI Patrol	N/A	Public Service Message in Spanish, Vietnamese, and Korean	\$100,000
AL0433	164	Inglewood	N/A	24 DUI Checkpoints, 12 Warrant Service Details	N/A	Seat Belt Campaign	\$70,000
AL0439	164	Oceanside Police Department	N/A	12 DUI Checkpoints 4 Saturation Patrols Warrant Operations	1 Reality Check Program 1 Journalism Contest	Promotional Materials Press Releases	\$259,700

Task 2				FFY 2004 Program Components			
Project No.	Fund	Agency	FFY 2004 Equipment Purchases	Enforcement Activity	Educational Presentations	Public Information	FFY 2004 Federal Share
AL0442	164	Petaluma Police Department	N/A	6 DUI Checkpoints 6 Saturation Patrols	6 Community Education Presentations	Press Releases	\$20,760
AL0444	164	Pleasanton Police Department	1 DUI Trailer 1 Changeable Message Sign	6 DUI Checkpoints Saturation Patrols	2 Presentations	Theatre PSA Press Releases Promotional Materials	\$71,480
AL0445	164	Redlands Police Department	N/A	CSO collision investigations	1 Presentation	Press Releases	\$50,485
AL0466	164	Upland Police Department	DUI Checkpoint Trailer	18 DUI Checkpoints 6 Saturation Patrols	24 Presentations	Press Releases	\$70,000
AL0467	164	Vallejo Police Department	N/A	5 DUI Checkpoints 5 Saturation Patrols Warrant Service Seat Belt Saturation	TBD	Press Releases	\$141,294
AL0469	164	West Covina	1 Motorcycle	4 DUI Checkpoints, DUI Patrols	"Every 15 Minutes" Presentation	Seat Belt Campaign	\$89,993
AL0480	164	California Highway Patrol	N/A	DUI Task Force Operations (TBD) Roving Patrols (TBD)	N/A	TBD	\$229,524

Task 2				FFY 2004 Program Components			
Project No.	Fund	Agency	FFY 2004 Equipment Purchases	Enforcement Activity	Educational Presentations	Public Information	FFY 2004 Federal Share
AL0482	164	California Highway Patrol	N/A	100 DUI Roving Patrols	N/A	TBD	\$831,000
AL0117	402	Fresno Police Department	N/A	3 DUI Checkpoints 6 DUI Task Force Operations	4 Community Presentations	Press Releases	\$12,529
AL0227	410	Escondido Police Department	N/A	1 DUI Checkpoints 2 DUI Task Force Operations	2 Presentations	Press Releases	\$0
AL0401	410	Anderson Police Department	DUI Trailer	12 DUI Checkpoints	High School and CBO Presentations	N/A	\$32,000
AL0403	410	Banning Police Department	N/A	Dedicated Officer for DUI	24 Presentations	Press Releases	\$64,000
AL0405	410	Berkeley Police Department	N/A	4 DUI Checkpoints 52 DUI Details	N/A	Press Releases	\$117,915
AL0412	410	California Highway Patrol	N/A	DUI Saturation Patrols	12 Presentations	Promotional materials	\$81,000

Task 2				FFY 2004 Program Components			
Project No.	Fund	Agency	FFY 2004 Equipment Purchases	Enforcement Activity	Educational Presentations	Public Information	FFY 2004 Federal Share
AL0415	410	Carson	DUI Trailer	24 DUI Checkpoints	N/A	Seat Belt Campaign	\$106,600
AL0418	410	Colton Police Department	N/A	40 Saturation Patrols 4 DUI Checkpoints	12 Presentations	Press Releases	\$92,000
AL0422	410	Daly City Police Department	2 Motorcycles 1 Message Trailer	12 DUI Checkpoints	N/A	Press Releases and Promotional Materials	\$111,600
AL0428	410	Fairfield Police Department	N/A	3 DUI Checkpoints 4 Decoy Operations	TBD	Press Releases	\$116,822
AL0431	410	Hawthorne	N/A	35 DUI Operations, Probation Compliance	2 "Every 15 Minutes" Presentations	Seat Belt Campaign	\$83,000
AL0432	410	Hayward Police Department	N/A	6 DUI Checkpoints	10	Press Releases	\$51,500
AL0438	410	Norwalk	N/A	8 DUI Checkpoints,	2 Reality Check/ Consequences of DUI	Banners Brochures Publications in Newspaper	\$59,956

Task 2				FFY 2004 Program Components			
Project No.	Fund	Agency	FFY 2004 Equipment Purchases	Enforcement Activity	Educational Presentations	Public Information	FFY 2004 Federal Share
AL0446	410	Redondo Beach	Message Trailer	4 DUI Checkpoints, 10 DUI Patrols, Warrant Service Details	5 "S.A.F.E." Assembly presentations	Seat Belt Campaign	\$64,000
AL0447	410	Redwood City Police Department	N/A	6 DUI Checkpoints	TBD	TBD	\$60,000
AL0448	410	Salinas Police Department	DUI Trailer	10 DUI Checkpoints 18 Saturation Patrols	4 Presentations	Press Releases	\$120,000
AL0450	410	San Diego Police Department	N/A	3 DUI Checkpoints 10 Saturation Patrols 2 Warrant Operations	N/A	Press Releases Promotional Materials	\$135,000
AL0453	410	San Francisco Police Department	N/A	6 DUI Checkpoints Saturation Patrols	TBD	TBD	\$165,000
AL0458	410	Santa Rosa Police Department	N/A	10 Saturation Patrols	25 School Presentations	Press Releases	\$102,340
AL0465	410	Tracy Police Department	N/A	6 DUI Checkpoints 6 Saturation Patrols	TBD	Press Releases	\$47,000
AL0470	410	West Sacramento Police Department	N/A	3 DUI Checkpoints	12 Presentations	PSA Press Releases	\$281,429

Task 2				FFY 2004 Program Components			
Project No.	Fund	Agency	FFY 2004 Equipment Purchases	Enforcement Activity	Educational Presentations	Public Information	FFY 2004 Federal Share
AL0471	410	Whittier	N/A	4 DUI Checkpoints, 52 DUI Patrols	N/A	DUI Material in Utility Billings, Seat Belt Campaign	\$66,000

AL0368 - OAKLAND POLICE DEPARTMENT

Initiated in fiscal year 2003, the "Sideshow" Project is continued into fiscal year 2004. The problem is characterized by numerous incidents of reckless driving, exhibitions of speed, DUI and unlicensed driving. A collaborative effort between the community, police, city and state officials has been successful in addressing the problem. Under this grant the police department intends to work on eliminating the most egregious and dangerous violators. The sideshow abatement program proposes to deploy 23 law enforcement officers on 12 separate occasions during the grant period. In addition to the enforcement efforts, the project will employ an education component through the use of billboards and radio public service announcements to stem the participation in these events. (\$68,948)

TASK 3 - PREVENTION/INTERVENTION TRAINING AND PUBLIC INFORMATION

This task provides for the continued focus on traffic safety training for public agency personnel, private businesses, and public education/awareness programs.

AL0229 - CALIFORNIA HIGHWAY PATROL

Initiated in fiscal year 2002, the "Traffic Safety Outreach to the African-American Community" project is continued into fiscal year 2004. This project provides funds for personnel overtime, travel, contractual services, a symposium, a media campaign, and child safety seats and aims to establish a permanent and meaningful dialogue with the African-American community to enhance the effectiveness of traffic safety programs within that community. Project activities include hosting symposiums for parties interested in developing an effective media campaign, running a media campaign, conducting child safety seat clinics, and distributing printed and promotional items at appropriate venues. (\$674,058)

AL0306 - CALIFORNIA HIGHWAY PATROL

Initiated in fiscal year 2003, the "Drug Recognition Evaluator (DRE) Field Application Program" project is continued into fiscal year 2004. This project provides funds for personnel, travel, an equipment transport vehicle, training materials, and equipment. Project activities include providing DRE training for CHP and allied agencies, participating in the National DRE Seminar, attending California Narcotic Officers Association conferences, and participating in specialized enforcement operations. Project goals and objectives include increasing allied agency DRE field certification sites from four to ten, increasing CHP DRE field certification sites from seven to nine, and providing DRE Field-Certification-Site-Management (DRE-FCSM) training for 72 CHP and allied agency personnel. (\$62,923 for local benefit)

AL0381 - UNIVERSITY OF CALIFORNIA, BERKELEY

A joint venture of the UC Berkeley Traffic Safety Center and the Tomás Rivera Policy Institute, the Latino Traffic Safety Project will compile data on the traffic safety problems in the Latino communities in California including traffic injury and fatality data by urban/rural area, by age, for pedestrians, near transit lines and related to DUI's. A summary of innovative and multi-disciplinary interventions will be developed and disseminated to traffic safety professionals throughout the state. Recommendations will be developed to increase Latino participation in traffic safety educational programs throughout the state. (\$73,609)

AL0392 - CALIFORNIA HIGHWAY PATROL

The "Driving Under the Influence Corridor Project" focuses on reducing fatal and injury traffic collisions attributed to driving under the influence. The goal is to reduce DUI-related fatal and injury collisions within CHP jurisdiction on roadways with a high incidence of DUI-related collisions. Project activities, implemented from April 2003 through December 2005, include both a public awareness campaign and enhanced enforcement directed at reducing a percent (to be quantified upon site selection) of DUI-related fatal and injury collisions on four corridors to be selected during the project's preparation. A local task force will convene for each corridor to coordinate and implement an aggressive approach to anti-DUI enforcement activities (e.g., DUI-task force operations, roving DUI patrol, and DUI checkpoints). The task force will also implement an anti-DUI public education and awareness campaign. Positive and/or negative results of the combined law enforcement/public awareness campaign will be published in a Final Report for each phase of the project. An Anti-DUI Action Plan addressing the DUI issues for each corridor will also be included in the Final Report. (\$430,015 for local benefit)

AL0393 - CALIFORNIA HIGHWAY PATROL

Initiated in fiscal year 2003, the "Standardized Field Sobriety Testing (SFST) Instructor Program" is continued into fiscal year 2004. This project aims to keep California highways free of alcohol and drug-impaired drivers by providing current NHTSA-approved SFST instructor training and materials to local law enforcement agencies, CHP offices, and Drug Recognition Expert (DRE) instructors throughout the state. Agencies receiving instructor training will commit to training their traffic officers in the use of SFST and report this back to OTS through the CHP. Officers trained in the use of SFST will be better equipped to recognize and remove impaired drivers from the roads. (\$39,034)

AL0394 - CALIFORNIA HIGHWAY PATROL

The "Don't Get Behind the Wheel - Designate a Sober Driver Project" will attempt to reduce the number of driving-under-the-influence (DUI) drivers at fault in fatal traffic collisions by revitalizing the CHP's Designated Driver Program. The Designated Driver Program logo will be updated and a new print and promotional materials will be developed and produced. Additionally, a Designated Driver Program management and training video will be produced, duplicated, and distributed. CHP Public Affairs Officers will promote the Designated Driver program by enlisting the participation of partner organizations that serve alcohol. (\$603,057)

AL0410 - CALIFORNIA DEPARTMENT OF TRANSPORTATION

A new "Native American Reservation Public Information and Education Campaign" project is planned for fiscal year 2004. The project provides funding for personnel, travel expenses, and mini-grants to community-based organizations. The main goal of the project is to educate residents of Native American Reservations on traffic safety. Project activities include awarding mini-grants for traffic safety educational projects and conducting a public information campaign. (\$67,200)

AL0425 - CALIFORNIA DEPARTMENT OF MOTOR VEHICLES

A new "Revision of the Alcohol and Drugs Component of the Statewide Driver Education Curriculum" project is planned for fiscal year 2004. The project provides funding for personnel to identify deficiencies and correct, add, or update out-dated or inaccurate material contained in the alcohol and drugs component of the Department of Motor Vehicles (DMV) Statewide Driver Education Curriculum. The project will incorporate the new alcohol and drugs component into the standardized statewide Drive Education Curriculum used in all Driver Education classes in California by September 30, 2004. (\$34,755)

AL0424 - DEPARTMENT OF ALCOHOL AND DRUG PROGRAMS

A new Prevention of Impaired Driving Among Asian American and Pacific Islanders in California” project is planned for fiscal year 2004. The project provides funds for personnel, travel, contractual services, and printed materials. The project will reduce impaired driving through a pilot project that develops and implements a social marketing and community mobilizing campaign targeting Asian American and Pacific Islanders within two California communities. (\$125,000 for local benefit)

AL0411 - CALIFORNIA DEPARTMENT OF TRANSPORTATION

A new “DUI Traffic Safety Education at Rest Stops” project is planned for fiscal year 2004. This project provides funding for personnel, travel expenses, and contractual services. The main goal of the project is to develop a theme and build a public education campaign educating drivers regarding the dangers of driving under the influence. Activities include implementing the campaign at all rest stops along state highways. (\$68,350)

TASK 4 - COLLEGE AND YOUNGER AGE YOUTH PROGRAMS

This task provides for alcohol education and awareness programs, which focus on ages from middle school through college. DUI prevention programs for high schools and university campuses will also expanded elements from previous successful programs. The expanded programs will include components addressing use of seat belts, bicycle and pedestrian safety elements.

AL0228 - CALIFORNIA SUPERIOR COURTS, SACRAMENTO COUNTY

Initiated in fiscal year 2002, the current “Sacramento County Youthful Visitation/Students Offering Solutions Program” is continued into fiscal year 2004. The project provides funds for personnel, travel, contractual services, equipment, and program operational and education materials. Project activities include coordinating visitations with trauma centers and the Coroner’s Office Victim Impact Panel for DUI offenders, and publishing an evaluation of the visitation program. Other activities include a public information campaign targeting youth through a create-a-PSA contest, which is a collaborative effort between the grantee, MADD, and local television stations. The project goals are to reduce recidivism, increase awareness among young people of the consequences of drinking alcohol and using drugs and the effect it has on their ability to drive safely. (\$157,200 for local benefit)

AL0122 - CALIFORNIA HIGHWAY PATROL

Initiated in fiscal year 2001, the current “Teen Choices” program is continued into fiscal year 2004. The project provides funds for personnel (uniformed and civilian), travel, contractual services, mini grants, LCD projectors, promotional and printed materials, computers, digital cameras, and a scanner. Project activities will include the promotion and presentation of the “Every 15 Minutes” and “Sober Graduation” programs for private and public schools, and community based organizations throughout the state. The goal of the program is to reduce collisions involving teenagers who had been drinking. (\$922,302)

AL0308 - CALIFORNIA STATE UNIVERSITY, FRESNO

Initiated in fiscal year 2003, the current "CSU Sober Driver Initiative" project is continued into fiscal year 2004. The project provides funds for personnel, peer educators, training, contractual services, evaluation, printed materials, and office supplies. Social norms and peer education strategies will be applied on selected CSU campuses to reduce the incidence of alcohol abuse and alcohol impaired driving. Collaborating with alcohol enforcement programs and with "feeder" high schools will strengthen campus-community linkages and enhance the on-campus efforts to address these problems. (\$255,637 for local benefit)

AL0313 - DEPARTMENT OF ALCOHOLIC BEVERAGE CONTROL

Initiated in fiscal year 2003, the current "CSU Partnership" project is continued into fiscal year 2004. The project provides funds for personnel, travel, and contractual services. The project will develop a partnership with the California State University to implement a community approach to reducing underage drinking in eight college communities. Project activities will include LEAD training to alcohol outlets, on campus peer education programs, followed by targeted enforcement of sales to minors, and alcohol decoy operations. The goals are to reduce alcohol sales to minors, build campus-community coalitions, and increase enforcement of underage drinking laws and policies. (\$142,737 for local benefit)

AL0347 - SANTA FE SPRINGS

Initiated in fiscal year 2003, the "City of Santa Fe Springs – DUI Enforcement and Education" project is continued into fiscal year 2004. This project provides funds for contractual services and a radar trailer with message board. Project activities include a wrap up of the presentations for the local high school on the "Every 15 Minutes" program and one additional DUI checkpoint by contracted law enforcement. Project goals include building on previous efforts to increase the enforcement and awareness of underage drinking and driving laws. (\$0)

AL0358 - DEPARTMENT OF ALCOHOLIC BEVERAGE CONTROL

Initiated in fiscal year 2003, the current "Grant Assistance Program (GAP) Expansion" project is continued into fiscal year 2004. The project will increase enforcement of underage drinking laws and policies and reduce access to alcohol by under age youth. Mini-grants are provided to local law enforcement agencies that identify alcohol related problems. ABC personnel will work with the agencies to implement proven enforcement strategies. Improved communication between field personnel and headquarters is enhanced through the distribution of lap top computers. The laptops enable agents to effectively run enforcement operations and communicate the arrests and other information to headquarters, field offices, and the judicial community. (\$336,930 for local benefit)

AL0374 - SANTA ANA POLICE DEPARTMENT

Initiated in fiscal year 2003, the "Multi-Media DUI Educational Trailer program" is continued into fiscal year 2004. The project will provide funds to create a high-quality, multi-media DUI educational trailer incorporating the use of a professionally produced DUI video that will appeal to the interests of younger people. The project will conduct DUI educational presentations to the youth of Santa Ana and neighboring cities through the use of multi-media trailer utilizing state of the art driving simulators to show the effects of driving under the influence of alcohol. In addition to the driving simulators, the trailer will include a 20 foot wide video screen, multiple TV monitors to view the DUI video as well as the students experience of the driving simulators. The main goal of the program is to educate and inform as many youth of the dangers and effects of driving under the influence of alcohol. (\$200,000)

AL0390 - UNIVERSITY OF CALIFORNIA

Initiated in fiscal year 2003, the current "University of California Traffic Safety Initiative" project is continued into fiscal year 2004. The project provides funds for personnel, peer educators, training, contractual services, evaluation, printed materials, and office supplies. Social norms and peer education strategies will be applied on selected CSU campuses to reduce the incidence of alcohol abuse and alcohol impaired driving. Collaborating with alcohol enforcement programs and with "feeder" high schools will strengthen campus-community linkages and enhance the on-campus efforts to address these problems. (\$278,827 for local benefit)

AL0391 - DEPARTMENT OF ALCOHOLIC BEVERAGE CONTROL

Initiated in fiscal year 2003, the current "UC Partnership" project is continued into fiscal year 2004. The project provides funds for personnel, travel, and contractual services. The project will develop a partnership with the University of California to implement a community approach to reducing underage drinking in college communities. Project activities will include LEAD training to alcohol outlets, on campus peer education programs, followed by targeted enforcement of sales to minors, and alcohol decoy operations. The goals are to reduce alcohol sales to minors, build campus-community coalitions, and increase enforcement of underage drinking laws and policies. (\$295,120 for local benefit)

AL0407 - BUTTE COUNTY DEPARTMENT OF BEHAVIORAL HEALTH

A new "Project Downshift" program is planned for fiscal year 2004. This project provides funding for personnel, contractual services, promotional items, and computer equipment. This project will form a community team that includes parents, students, teachers, and traffic safety advocates addressing underage drinking and driving. Project activities will include traffic safety presentations to high school students, development and distribution of a "Sixteenth Birthday" Safe Driving Kit, and a media campaign targeting sixteen-year-old drivers. (\$125,000)

AL0420 - CONTRA COSTA HEALTH SERVICES

A new "Teen Traffic Education and Enforcement" project is planned for fiscal year 2004. Project funds will provide personnel, travel, printing, incentives, educational materials and office supplies. This project will reduce key risk factors for collisions causing injury and death to Richmond 16-21 year olds. The project will utilize both enforcement and educational strategies to be conducted by the Contra Costa Health Services and the city of Richmond Police Department. Activities include enforcement and education. (\$99,168)

AL0423 - DEL NORTE COUNTY UNIFIED SCHOOL DISTRICT

A new "School-based Traffic Safety Program" is planned for fiscal year 2004. The project provides funds for personnel, travel, and educational materials. The project goal is to increase youth awareness regarding the consequences of drinking and driving. Project activities include the "Every 15 Minutes" and "DUI Courts in School" programs. (\$70,000)

AL0434 - LOS ANGELES COUNTY

A new "Wheel Smarts" project is planned for fiscal year 2004. This project provides funds for personnel and contractual services. This program is designed to reduce teen drinking and motor vehicle crashes and the subsequent injuries and deaths related to the use of alcohol and drugs while driving by implementing the "Wheel Smart" project in 30 middle and high schools with high risk teens in Los Angeles. This project will improve DUI awareness among teens in Los Angeles County. The Wheel Smart project employs the development and presentation of a play with teens acting, directing, and producing the plays with the assistance of professional actors as mentors and teachers. In addition, the project will produce a comprehensive Program Guidebook for use at other

middle and high schools in Los Angeles County. The overall goal of the "Wheel Smarts" project is to generate awareness among teens of the consequences of collisions caused by drinking and driving on the victims, their families, their friends and the community at large. (\$200,000)

AL0449 - SAN DIEGO POLICE DEPARTMENT

A new "DUI P.A.C.E. (Prevention through Awareness and Cooperative Education) Car" project is planned for fiscal year 2004. This project provides funding for personnel, travel expenses, educational/promotional materials, and contractual services. The overall goal of the project is to decrease the number of persons age 16-30 injured and killed in alcohol-involved collisions in San Diego County. Activities include making educational presentations to students, conducting high school seat belt challenges, and organizing student journalism or theater productions addressing DUI and traffic safety. (\$125,000)

AL0451 - SAN DIEGO STATE UNIVERSITY

A new "Pay the Price" project is planned for fiscal year 2004. This project provides funding for contractual services. Project activities include creating and distributing a "Pay the Price" video and facilitation guide/community action kit, training and involving youth as leaders and spokespersons in prevention efforts aimed at reducing underage drinking and underage drinking and driving, and creating and implementing youth-led counter-marketing alcohol and DUI campaigns. (\$100,000 for local benefit)

AL0455 - SANTA CLARA COUNTY PUBLIC HEALTH DEPARTMENT

A new "Comprehensive DUI Crash Prevention" project is planned for fiscal year 2004. The project provides funding for personnel, travel expenses, and educational/promotional materials. The overall goal of the project is to decrease the number of persons injured and killed in alcohol-involved collisions. Activities include convening and conducting actual DUI trials on high school campuses in Santa Clara County, promoting proper seatbelt use, and producing a public information campaign. (\$119,018)

AL0474 – JUDICIAL COUNCIL OF CALIFORNIA, ADMINISTRATIVE OFFICE OF THE COURTS

A new "Young Adult Collaborative Justice/DUI Drug Court Project" is planned for fiscal year 2004. This project will develop a DUI drug court model for young adults 18-24 years of age, suitable for implementation and replication by local California courts. The program will identify models for court intervention with at-risk youth for multiple DUI offenders and methods for identifying at-risk youth through the participation and planning of experts from judiciary, juvenile justice, substance abuse treatment, and law enforcement. Four mini-grants will be awarded to local courts for planning, implementation, and evaluation of juvenile DUI drug courts and peer/youth DUI and traffic safety programs. The program will also educate at-risk juveniles about the dangers of drinking, driving, DUI, and traffic safety concerns through participation in juvenile DUI drug court and peer youth court programs. In addition, education will be provided to bench officers, court personnel, and the public about multiple DUI and juvenile DUI drug court models through one-day DUI drug court training seminars, a DUI drug court bench guide, and a companion training video. (\$103,117)

AL0477 – CALIFORNIA HIGHWAY PATROL

A new "College DUI Corridor Project" is planned for fiscal year 2004. Surveys have shown that college-aged students are more likely than most to engage in dangerous behavior involving alcohol. California Highway Patrol will work in concert with university/college staff and allied agencies to develop an impaired driving prevention program at two selected campuses. The campus sites will be chosen based on DUI collision statistics for CHP enforced roadways surrounding the college campuses. This program will include enforcement activities on the roadways near the campuses and extensive public education and awareness campaigns centered around student activities both

on- and off-campus. Campus officials, students, and local community members will be invited to participate in local task forces to develop recommendations on how best to curb dangerous behaviors in their communities. (\$340,000)

AL0479 – CALIFORNIA HIGHWAY PATROL

A new “School-Based Anti-DUI Media Campaign” project is planned for fiscal year 2004. This project provides funds for personnel overtime, pre-campaign research, paid media, and education/promotional materials. Project activities throughout California include traffic safety presentations in schools and a non-traditional media campaign that focuses on students in grades six through ten, using school newspapers, teen magazines, and closed-circuit school television channels. The project goal is to increase these students’ awareness of the dangers of driving while impaired by alcohol or drugs before they become eligible to be licensed drivers. (\$945,000)

AL0483 – DEPARTMENT OF ALCOHOLIC BEVERAGE CONTROL

A new “Statewide ABC Decoy Task Force” project is planned for fiscal year 2004. This project proposes to conduct Minor Decoy operations, targeting those jurisdictions that have a greater than average number of complaints against commercial outlets that sell alcohol to minors. Statewide, the current number of complaints on hand for violations involving minors is 618. Underage, unpaid decoy volunteers will be recruited from a number of sources, including community groups, churches, family members and friends of officers and their families. Minor Decoy operations will allow ABC to quickly respond to public complaints, reduce alcohol availability to minors, and increase perception of risk among licensees who are inclined to sell to minors. (\$1,369,536)

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AL0463 - SAN JOAQUIN SUPERIOR COURT

A new “Courtroom to Schoolroom” project is planned for fiscal year 2004. The project provides funds for personnel, travel, media, educational materials and supplies. This program will dramatically present the consequences of poor choices by conducting real DUI court sentencing at school. The court proceedings will be followed up with interactive discussion between the judge and students. The project plans to conduct six DUI court-sentencing sessions and a countywide public awareness campaign. (\$112,545)

AL0414 - CALIFORNIA STATE UNIVERSITY, SAN BERNARDINO

A new “Evaluation of Youth Prevention Education Programs” project is planned for fiscal year 2004. The project provides funds for personnel, travel, educational materials and supplies. This program will employ a professor and graduate students to research through surveys and other mechanisms that allow them to evaluate the effectiveness of OTS funded youth outreach programs including “Reality Check,” “DUI Trials,” and “You Lose.” The project plans to present its findings to three conference audiences that have direct involvement with teenage populations at schools and colleges. (\$50,000)

AL0427 - EMERGENCY MEDICAL SERVICES AUTHORITY

A new "Drive Sober - Arrive Safe: High School DUI Education Program" is planned for fiscal year 2004. The project provides funds for personnel, travel, contractual, and educational materials. The project goal is to increase youth awareness regarding the consequences of drinking and driving. Project activities include presenting staged post-crash scenarios at high schools in Northern California with high school students portraying the injured and killed, a response team comprised of actual EMS personnel and law enforcement officers, and a coroner. This presentation for juniors and seniors will provide a sobering vision of what can occur when alcohol and unsafe driving behaviors combine. (\$110,262.00)

AL0457 - SANTA MONICA

A new "Problem Solving Safety Team – PSST and Westside Law Enforcement Against Drunk Driving - We LEADD" project is planned for fiscal year 2004. This project provides funds for personnel, trailer for educational purposes, driving simulators, sound system/media package, educational/promotional materials, PAS devices and supplies, training and printing. Through the implementation of a dual function traffic enforcement and traffic safety education program as part of a regional collaboration, the cities of Beverly Hills, Culver City, West Hollywood and Santa Monica will establish the Westside Law Enforcement Against Drunk Driving (WE LEADD) Program. It consists of a mobile education program to be conducted at schools and community event throughout the Westside Cities using the latest video interactive technology supplemented with visual impairment and physical reaction deprivation equipment. This effort is aimed to reduce driving under the influence collisions and arrests involving youth. At the local level, the Santa Monica Police Department will supplement its enforcement efforts by providing additional directed enforcement/education in the areas of pedestrian safety, seatbelt violations and helmet usage to reduce the number of pedestrians killed or injured in traffic collisions, increase number of individuals using seatbelts, and increase number of youth using helmets. Also, the Santa Monica Police Department will conduct training to Westside law enforcement agencies on the use of standard field sobriety tests. (\$220,000)

TASK 5 - JUDICIAL SUPPORT

This task provides for statewide training for prosecutors of DUI cases; statewide training of "courtroom presentation of evidence and blood alcohol driving impairment" for forensic laboratory and law enforcement court witnesses; and local training on DUI laws and sentencing alternatives for judicial officers.

410**AL0215 - CONTRA COSTA COUNTY SUPERIOR COURT**

Initiated in fiscal year, 2002, the "Driving Under the Influence Traffic Safety Project" is continued into fiscal year 2004. The Contra Costa County Superior Court will provide educational seminars, written materials, expert speakers and panel discussions for regional and local practitioners, the Contra Costa County superior court judicial officers, youth, and the Spanish speaking community. The educational information will include the latest developments in DUI law and an overview of the major revisions in the DUI section of the Vehicle Code, local alternatives in DUI sentencing, the effectiveness of various legal sanctions, and specialized information on physiology of alcohol addiction. (\$0)

AL0454 - SAN JOAQUIN COUNTY OFFICE TO THE DISTRICT ATTORNEY

A new "Statewide DUI Prosecutor Training and Education Project" is planned for fiscal year 2004. The project provides funds for personnel and a consultant. This project will provide educational seminars and continued development of an Internet accessible brief bank. The goal of the project is to provide district attorneys statewide with access to the latest training, information, sample pleadings, motions and briefs to assist them in the prosecution of DUI offenders. (\$103,648)

TASK 6 - MANAGEMENT INFORMATION SYSTEMS/EVALUATIONS

This task provides for the expansion, redesign, and enhancement of DUI Management Information Systems to have faster response times. It also provides for comprehensive traffic safety research and evaluations of traffic crashes in California, along with a comprehensive analysis of certain DUI sanctions and their effectiveness.

157

AL0021 - UNIVERSITY OF CALIFORNIA, BERKELEY

Initiated in fiscal year 2000, the "U. C. Traffic Safety Center, Planning Grant" project is continued into fiscal year 2004. The project provides funds for personnel, committee meetings and seminars, and development of distance learning pilot program. Project activities include establishment of a steering committee, traffic safety research, and curriculum review, evaluation of traffic crashes in California, and development of a comprehensive long-range strategy for the U. C. Berkeley Traffic Safety Center. The overall goal is to plan for the establishment of an organizational structure for a traffic safety center within the University of California, Berkeley campus. (\$0)

163

AL0472 - UNIVERSITY OF CALIFORNIA, BERKELEY

A new "Traffic Safety Center/Latino Outreach Project" is planned for fiscal year 2004. This project intends to reduce traffic fatalities and injuries by the means of expanding capacity and knowledge of key traffic safety components: I) students and researchers in engineering, planning, public health, and other pertinent fields, II) state and local agencies conducting efforts, III) the public, through education, technical assistance, outreach, and applied research. In addition, the Traffic Safety Center will contract with a Latino policy and research organization to conduct focus groups to validate the recommendations from AL0381; conduct a comprehensive outreach effort through a series of open houses and the media to raise awareness; provide educational materials; and explore ways of applying this model to other communities of color. (\$450,000)

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ALCOHOL ASSESSMENT

This evaluation provides the Office of Traffic Safety the opportunity for an outside review of California's impaired driving program. The National Highway Traffic Safety Administration provides a nationally recognized team of experts to evaluate current status and provide recommendations for improvements/enhancements on programs related to impaired driving. (\$30,000)

AL0357 - CALIFORNIA DEPARTMENT OF MOTOR VEHICLES

Initiated in fiscal year 2003, the "Evaluation of the Effectiveness of California's Ignition Interlock Program" is continued in fiscal year 2004. This project provides funds for personnel, travel, a laptop computer, and required software. Project activities include evaluating procedures, data records,

and flow of information between the courts and DMV concerning ignition interlock laws. The project goal is to provide a comprehensive analysis to determine whether or not ignition interlock sanctions are more effective than other DUI sanctions in reducing recidivism and DUI collisions. (\$89,996)

AL0464 - TORRANCE POLICE DEPARTMENT

A new "Comprehensive DUI Arrest, Citation and Collision Reporting, Analysis and Tracking" project is planned for fiscal year 2004. The project will implement an automated DUI arrest, citation and collision report writing system with full records management system (RMS) capabilities. The intent of the project is to increase the efficiency, accuracy and productivity of Police Department personnel assigned to traffic and DUI enforcement, by reducing the time required and errors in processing DUI arrests, citations and collisions. In addition, the resulting system will provide managers with timelier and more accurate information upon which to base directed enforcement and other related traffic safety programs. (\$73,500)

AL0473 - DEPARTMENT OF MOTOR VEHICLES

The new "Application of Behavior Change Theory to the Development of an Enhanced Negligent-Operator Treatment and Evaluation System" is planned for fiscal year 2004. The project will involve the design of new negligent operator treatment intervention letters based on recent developments in knowledge regarding how people change negative behavior. It will provide a solid theoretical foundation for the effectiveness of departmental treatments, which would be assessed via an effectiveness evaluation. This project will fund personnel, travel, contractual services for subject matter experts in the Transtheoretical model of change and specialized statistical methodologies, and training and software. (\$57,054)

TASK 7 - TESTING EQUIPMENT

This task provides for testing and evaluation, and the purchase of various items of equipment to assist enforcement agencies in their efforts to apprehend DUI drivers, including Portable Evidential Breath Test devices, and passive and active preliminary alcohol screening devices.

164

AL0388 - VENTURA COUNTY SHERIFF'S DEPARTMENT FORENSIC SCIENCES LAB

Initiated in fiscal year 2003, the current "Portable Evidential Breath Test (PEBT)" project is continued into fiscal year 2004. The project provides funds for portable evidentiary breath testing devices. Project activities include purchase and distribution of the instruments to several DUI traffic enforcement agencies in the department's service area and the purchase of a central host computer to serve 14 offsite station computers. The project goal is to meet the needs of the DUI enforcement agencies conducting sobriety checkpoints and saturation patrols, by providing a single breath alcohol technology that can be used for both screening and evidential testing. The inherent value of this equipment is the ability to provide evidential results at the time of the DUI stop. (\$18,597)

AL0409 - CALIFORNIA DEPARTMENT OF JUSTICE

A new "Evidential Portable Alcohol System (EPAS) Expansion and Diversification" project is planned for fiscal year 2004. The project provides funds to purchase portable evidentiary breath testing devices to be distributed to law enforcement agencies that contract with Department of Justice Laboratories. The project goal is to continue to meet the needs of local enforcement agencies conducting DUI operations by providing breath-testing technology that can be used for both screening and evidential testing and by providing web access to evidential test results.

(\$545,000 for local benefit)

TASK 8 - MULTIPLE DUI WARRANT SERVICE/SUPERVISORY PROBATION PROGRAMS

The grants in this task target habitual DUI offenders who are on DUI felony probation and/or have outstanding DUI felony warrants. Funds are available to communities to enforce the orders of the court through supervisory enforcement of DUI felony probationers, DUI warrant service teams, enforcing mandated treatment services, and enforcing the mandatory abstention from the use of alcohol. These programs seek to establish hotlines for local citizens to report probation violators. An important key to success will be an intensive public information campaign in multiple languages. These grants provide a remedy to an ongoing problem; recidivist drunk drivers who continue to endanger themselves and others even after previous arrests and penalties for DUI.

410

AL0408 - BUTTE COUNTY PROBATION DEPARTMENT

A new "HIDE (High Intensity DUI Enforcement) Program" is planned for fiscal year 2004. The project provides funds for personnel, travel, contractual services, and educational materials. Project activities include strict enforcement of court orders, such as drug and alcohol testing, mandated abstention from drugs and alcohol, and mandated treatment services and an increase in the number of client contacts at home, in the field, and at the probation office. Special enforcement activities will include evening and weekend contact with probationers and occasional sweeps of frequented local bars and taverns. (\$100,000)

AL0435 - LOS ANGELES

A new "Two Resources Operating Against Driving-Under-the-Influence Supplement" project is planned for fiscal year 2004. This project provides funds for out-of-state travel for training, collision investigation equipment, computer equipment and administrative costs. The Los Angeles Police Department (LAPD) will conduct a comprehensive traffic safety program aimed at reducing repetitive driving-under-the-influence (DUI) occurrences. The LAPD will establish a DUI Warrant Team, which will apprehend DUI offenders with outstanding warrants prior to them having an opportunity of committing future DUI offenses. Additionally, a Multi-Offender Apprehension Team will seek out multiple DUI conviction offenders who have suspended driver's licenses to ascertain if they are operating a motor vehicle. (\$60,000)

AL0475 – VENTURA COUNTY ALCOHOL AND DRUG PROGRAMS

A new "High-Risk DUI Offender Program" is planned for fiscal year 2004. This project will develop a comprehensive post-conviction program involving improved assessment, treatment, and accountability directed toward high-risk DUI offenders in Ventura County. This project will employ a combination of improvements in the treatment systems and coordination with outside agencies to reduce the recidivism rate for these individuals. The improvements in assessment and treatment will be achieved by implementing a case management system including structured counseling programs, family involvement, referral to collateral services such as mental health services or employment counseling, and random drug testing. A team of two probation officers will be part of the high-risk offender program and will be assigned all multiple and high-risk DUI offenders. (\$325,000)

AL0476 – DEPARTMENT OF MOTOR VEHICLES

A new "Development and Implementation of a Naltrexone Treatment Pilot Program for DUI Offenders" project is planned for fiscal year 2004. This project organizes and convenes an interagency task force consisting of representatives of the courts, probation departments, DMV, treatment providers and medical personnel to develop and implement a pilot program in several

counties that combines the use of a promising new pharmaceutical treatment for alcohol-dependent persons - the drug naltrexone - with an enhanced psychosocial treatment program. This program will target repeat DUI offenders and other DUI offenders who show evidence of alcohol dependency, and it will contain an experimental research component that will evaluate the effectiveness of naltrexone as a DUI countermeasure (\$63,546)

AL0481 – CALIFORNIA HIGHWAY PATROL

A new “DUI Warrant Service Program” is planned for fiscal year 2004. This project provides funds for personnel overtime. Project activities include developing an operational plan, convening a task force, identifying the counties with the most outstanding DUI warrants, and selecting at least eight counties where a minimum of 192 DUI warrant service operations will be conducted. The project goal is to reduce the number of outstanding misdemeanor and felony DUI warrants in at least eight California counties. (\$150,000)

TASK 9 - MULTI-AGENCY HOLIDAY ENFORCEMENT CAMPAIGNS

Programs in this task provide increased DUI enforcement and media campaigns during traditional holiday periods; Christmas through New Years, July 4th and Labor Day weekends. Enforcement efforts are conducted through combined agency efforts to cover all enforcement jurisdictions. These programs provide a highly visible and united message to the community to “Avoid” DUI during these periods. The table below details the programs under this task for fiscal year 2004.

Task 9				FFY 2004 Program Components			
Project #	Fund	Agency	FFY 2004 Equipment Purchases	Enforcement Activity	Educational Presentations	Public Information	FFY 2004 Federal Share
AL0024	164	Contra Costa County Sheriff's Department (Avoid the 25)	N/A	6 DUI Checkpoints DUI Task Force Operations	N/A	PR Campaign Poster Campaign	\$35,000
AL0116	164	Suisun City Police Department (Avoid the 10)	CMS/Speed Trailer	3 DUI Checkpoints	N/A	Promotional Materials	\$32,300
AL0120	164	Roseville Police Department (Avoid the 7)	N/A	1 DUI Checkpoint 1 Saturation Patrol 1 Warrant Sweep	High School Seat Belt Challenge	Media Campaign Designated Driver Campaign	\$25,058
AL0205	164	Napa County Sheriff's Department (Avoid the 6)	N/A	3 DUI Checkpoints	N/A	Promotional Materials	\$0
AL0207	164	Santa Rosa Police Department (Avoid the 13)	N/A	3 DUI Checkpoints	N/A	Promotional Materials	\$13,300
AL0211	164	San Rafael Police Department (Avoid the Marin 13)	N/A	3 DUI Checkpoints	N/A	Promotional Materials	\$15,445
AL0213	164	San Francisco Police Department (Avoid the 2)	N/A	2 DUI Checkpoints DUI Task Force Operations	N/A	PR Campaign Poster Campaign	\$34,345

Task 9				FFY 2004 Program Components			
Project #	Fund	Agency	FFY 2004 Equipment Purchases	Enforcement Activity	Educational Presentations	Public Information	FFY 2004 Federal Share
AL0214	164	Fremont Police Department (Avoid the 21)	N/A	6 DUI Checkpoints DUI Task Force Operations	N/A	PR Campaign Poster Campaign	\$35,000
AL0216	164	Redwood City Police Department (Avoid the 23)	N/A	8 DUI Checkpoints DUI Task Force Operations	N/A	PR Campaign Poster Campaign	\$35,021
AL0218	164	Santa Clara County Sheriff's Department (Avoid the 15)	N/A	4 DUI Checkpoints DUI Task Force Operations	N/A	PR Campaign Poster Campaign	\$35,000
AL0302	164	Azusa Police Department (Avoid the 5)	N/A	10 DUI checkpoints	Every 15 Minute Program	Media Releases	\$45,580
AL0318	164	Gardena Police Department (Avoid the 13)	N/A	4 DUI Checkpoints 44 Roving Patrols	5 "SAFE" programs	PR Campaign	\$215,135
AL0326	164	Marysville Police Department (Avoid the 5)	N/A	4 DUI Checkpoints 4 Saturation Patrols	N/A	Media Campaign	\$30,878
AL0329	164	Orange County Sheriff Department (Avoid the 10)	N/A	10 DUI Checkpoints 10 Roving Patrols	Every 15 Minute Program, DUI Education Day	TBD	\$174,268

Task 9				FFY 2004 Program Components			
Project #	Fund	Agency	FFY 2004 Equipment Purchases	Enforcement Activity	Educational Presentations	Public Information	FFY 2004 Federal Share
AL0337	164	Victorville Police Department (Avoid the 11)	Portable Intoximeter	5 DUI Checkpoints 5 Roving Patrols	28	Poster Campaign Press Releases	\$56,553
AL0356	164	Yuba City Police Department (Avoid the 3)	N/A	5 DUI Checkpoints 5 Roving Patrols	8 Presentations	PR Campaign Press Releases	\$40,833
AL0369	164	San Diego Police Department (Avoid the 14)	N/A	1 DUI Checkpoint	N/A	Promotional Materials Press Releases Media Campaign	\$33,000
AL0406	164	Burlingame Police Department (Avoid the 23)	N/A	12 Checkpoints Saturation Patrols	N/A	PR Campaign Poster Campaign	\$63,000
AL0416	164	Claremont Police Department (Avoid the 50)	DUI/Education Trailer	6 County-Wide Enforcement Operations	15 DUI Expos	Holiday Press events	\$441,050
AL0429	164	Hayward Police Department (Avoid the 21)	N/A	10 DUI Checkpoints DUI Task Force Operations	N/A	PR Campaign Poster Campaign	\$64,000
AL0436	164	San Rafael Police Department (Avoid the 13)	N/A	10 DUI Checkpoints	TBD	Press Releases	\$60,000.00

Task 9				FFY 2004 Program Components			
Project #	Fund	Agency	FFY 2004 Equipment Purchases	Enforcement Activity	Educational Presentations	Public Information	FFY 2004 Federal Share
AL0437	164	Napa County Sheriff's Office (Avoid the 6)	N/A	10 DUI Checkpoints	TBD	Press Releases	\$60,000
AL0443	164	Pismo Beach Police Department (Avoid the 3)	N/A	3 DUI Checkpoints 12 Roving Patrols	N/A	Public Information Campaign	\$45,000
AL0452	164	San Francisco Police Department (Avoid the 2)	N/A	5 DUI Checkpoints DUI Task Force Operations	N/A	PR Campaign Poster Campaign	\$65,000
AL0456	164	Santa Clara County Sheriff's Office (Avoid the 21)	N/A	5 DUI Checkpoints DUI Task Force Operations	1 Presentation	PR Campaign Poster Campaign	\$63,800
AL0459	164	Santa Rosa Police Department (Avoid the 13)	N/A	10 DUI Checkpoints	TBD	Press Releases	\$60,000
AL0462	164	Suisun City Police Department (Avoid the 10)	N/A/	10 DUI Checkpoints	TBD	Press Releases	\$60,000
AL0468	164	Victorville Police Department (Avoid the 25)	1 Motorcycle	10 DUI Checkpoints 10 Saturation Patrols 5 DUI Warrant Servicing Operations	75 Presentations	Paid Media for bi-lingual Television, Radio, CDs, Billboards	\$150,000

Task 9				FFY 2004 Program Components			
Project #	Fund	Agency	FFY 2004 Equipment Purchases	Enforcement Activity	Educational Presentations	Public Information	FFY 2004 Federal Share
AL0112	402	Eureka Police Department (Avoid the 12)	N/A	3 DUI Checkpoints	1 Presentation	Press Releases	\$2,540

AL0417	410	Clovis Police Department (Avoid the 16)	DUI Trailer	6 DUI checkpoints	N/A	Public Information Campaign PSA	\$99,945
AL0419	410	Contra Costa County Sheriff Department (Avoid the 25)	N/A	12 Checkpoints Saturation Patrols	N/A	PR Campaign Poster Campaign	\$98,443
AL0426	410	EI Centro Police Department (Avoid the 5)	N/A	4 DUI Checkpoints	N/A	Media Campaign Promotional Materials	\$100,000
AL0441	410	Perris Police Department (Avoid the 30)	Portable Modular Exhibit	16 Saturation Patrols 10 DUI Checkpoints 2 DUI Warrant Servicing Operations	90 Presentations	Paid Media for Bilingual Television, Billboards, COPS WEST Conference	\$200,000
AL0460	410	Selma Police Department (Avoid the 6)	DUI Trailer	11 DUI Checkpoints	N/A	Press Releases	\$35,500
AL0461	410	Stanislaus Sheriff Department (Avoid the 12)	N/A	10 DUI Checkpoints 4 Task Force Ops.	N/A	Public Information Campaign	\$83,500

Task 10 – DUI Enforcement Campaign

The Office of Traffic Safety will fund approximately 134 local projects to conduct enforcement programs addressing motorists who drive under the influence of alcohol and other drugs. The goal of the projects are to decrease alcohol involved fatal and injury collisions. This task provides funds for overtime costs for local law enforcement agencies. Two waves of concentrated enforcement activity from December 19, 2003, - January 4, 2004, and June 25, 2004, – July 10, 2004, will be accompanied by a highly visible media campaign. (\$3,000,000)

Project Number	Agency Name	County
AM04068	Alameda	Alameda
AM04069	Fremont	Alameda
AM04033	Hayward	Alameda
AM04100	Newark	Alameda
AM04030	Oakland	Alameda
AM04001	Union City	Alameda
AM04070	Chico	Butte
AM04071	Paradise	Butte
AM04034	Brentwood	Contra Costa
AM04074	Concord	Contra Costa
AM04076	Pleasant Hill	Contra Costa
AM04101	San Ramon	Contra Costa
AM04099	Walnut Creek	Contra Costa
AM04048	Fresno	Fresno
AM04035	Eureka	Humboldt
AM04022	Calexico	Imperial
AM04097	El Centro	Imperial
AM04081	Delano	Kern
AM04072	Ridgecrest	Kern
AM04012	Hanford	Kings
AM04073	Baldwin Park	Los Angeles
AM04049	Bell Gardens	Los Angeles
AM04052	Bellflower	Los Angeles
AM04075	Cerritos	Los Angeles
AM04061	Claremont	Los Angeles
AM04102	Compton	Los Angeles
AM04053	Covina	Los Angeles
AM04036	Gardena	Los Angeles
AM04026	Glendale	Los Angeles
AM04056	Glendora	Los Angeles
AM04096	Hawaiian Gardens	Los Angeles
AM04103	Hawthorne	Los Angeles
AM04007	Huntington Park	Los Angeles
AM04104	La Verne	Los Angeles
AM04037	La Mirada	Los Angeles

Project Number	Agency Name	County
AM04045	Lancaster	Los Angeles
AM04038	Lawndale	Los Angeles
AM04011	Lomita	Los Angeles
AM04082	Los Angeles	Los Angeles
AM04105	Lynwood	Los Angeles
AM04093	Monterey Park	Los Angeles
AM04013	Norwalk	Los Angeles
AM04106	Paramount	Los Angeles
AM04077	Pasadena	Los Angeles
AM04066	Pico Rivera	Los Angeles
AM04014	Pomona	Los Angeles
AM04078	Redondo Beach	Los Angeles
AM04095	San Dimas	Los Angeles
AM04005	Santa Clarita	Los Angeles
AM04028	Santa Monica	Los Angeles
AM04029	West Covina	Los Angeles
AM04107	Los Banos	Merced
AM04083	Merced	Merced
AM04059	Salinas	Monterey
AM04051	Napa	Napa
AM04054	Brea	Orange
AM04087	Buena Park	Orange
AM04023	Costa Mesa	Orange
AM04019	Cypress	Orange
AM04079	Dana Point	Orange
AM04031	Fullerton	Orange
AM04015	Huntington Beach	Orange
AM04044	Irvine	Orange
AM04108	La Habra	Orange
AM04024	Laguna Hills	Orange
AM04110	Laguna Nigel	Orange
AM04088	Lake Forest	Orange
AM04067	Mission Viejo	Orange
AM04032	Rancho Santa Margarita	Orange
AM04109	San Clemente	Orange
AM04039	Tustin	Orange
AM04016	Roseville	Placer
AM04010	Banning	Riverside
AM04040	Cathedral City	Riverside
AM04113	Corona	Riverside
AM04112	Hemet	Riverside
AM04089	Indio	Riverside
AM04111	Lake Elsinore	Riverside
AM04041	Murrieta	Riverside
AM04050	Norco	Riverside
AM04009	Temecula	Riverside

Project Number	Agency Name	County
AM04042	Folsom	Sacramento
AM04004	Apple Valley	San Bernardino
AM04116	Chino Hills	San Bernardino
AM04064	Chino	San Bernardino
AM04025	Colton	San Bernardino
AM04063	Hesperia	San Bernardino
AM04115	Rancho Cucamonga	San Bernardino
AM04114	Redlands	San Bernardino
AM04046	San Bernardino	San Bernardino
AM04047	Twentynine Palms	San Bernardino
AM04080	Upland	San Bernardino
AM04002	Victorville	San Bernardino
AM04020	Coronado	San Diego
AM04017	El Cajon	San Diego
AM04117	Escondido	San Diego
AM04118	Imperial Beach	San Diego
AM04043	La Mesa	San Diego
AM04008	Lemon Grove	San Diego
AM04119	National City	San Diego
AM04120	Oceanside	San Diego
AM04085	Poway	San Diego
AM04084	San Diego	San Diego
AM04121	San Marcos	San Diego
AM04122	Vista	San Diego
AM04123	San Francisco	San Francisco
AM04124	Lodi	San Joaquin
AM04003	Manteca	San Joaquin
AM04058	Stockton	San Joaquin
AM04086	Atascadero	San Luis Obispo
AM04055	El Paso De Robles	San Luis Obispo
AM04125	Belmont	San Mateo
AM04018	East Palo Alto	San Mateo
AM04126	Menlo Park	San Mateo
AM04094	Pacifica	San Mateo
AM04021	San Bruno	San Mateo
AM04006	San Carlos	San Mateo
AM04057	Santa Maria	Santa Barbara
AM04127	Campbell	Santa Clara
AM04128	Cupertino	Santa Clara
AM04098	Mountain View	Santa Clara
AM04062	Palo Alto	Santa Clara
AM04090	San Jose	Santa Clara
AM04129	Saratoga	Santa Clara
AM04130	Watsonville	Santa Cruz
AM04027	Redding	Shasta
AM04065	Vallejo	Solano

Project Number	Agency Name	County
AM04091	Petaluma	Sonoma
AM04131	Rohnert Park	Sonoma
AM04060	Ceres	Stanislaus
AM04092	Turlock	Stanislaus
AM04132	Oxnard	Ventura
AM04134	Simi Valley	Ventura
AM04133	Ventura	Ventura

TASK 11 – IMPAIRED DRIVING PROGRAMS

The National Highway Traffic Safety Administration will use \$3 million of California 164 funds to pay for media buys during the DUI mobilization periods of December 2003 and July 2004. NHTSA is currently working with a contractor that makes the media buys throughout the nation. Public Service Announcements produced for prior campaigns will be utilized again during this media blitz, which will include spots specific to the State of California. In addition, OTS staff will analyze OTS collision rankings and continue to seek traffic safety proposals from cities with disproportionate numbers of alcohol-involved crashes. (\$11,715,686)

**FISCAL YEAR 2004 PROGRAM FUNDING
(ALCOHOL AND OTHER DRUGS)**

Task	Title		Major Cost Items					
1	Program Development and Administrative Coordination		Personnel, Travel, Contracts, Printing					
2	DUI Enforcement/Education/Public Information		Personnel, Travel, Contracts, DUI Trailers PAS & EPAS Devices, Combat Vehicles					
3	Prevention/Intervention Training and Public Information		Personnel, Contracts, Communications Public Information Materials					
4	College and Younger Age Youth Programs		Personnel, Travel, Contracts, Computer Hardware Printing, Media materials					
5	Judicial Support		Personnel, Travel, Contracts, Computer Hardware Video Equipment					
6	Management Information Systems/Evaluation		Personnel, Computer Hardware					

Program Code	Task No/ Agency	Funding Sources/Codes						Estimated Agency Contribution
		157	163	164	402	410	411	
AL	1 Local	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
	State	\$0.00	\$0.00	\$100,000.00	\$179,467.00	\$273,396.00	\$0.00	\$0.00
AL	2 Local	\$0.00	\$4,620.00	\$4,224,808.00	\$12,529.00	\$1,957,162.00	\$0.00	\$4,378,968.00
	State	\$0.00	\$0.00	\$3,807,548.00	\$0.00	\$0.00	\$0.00	\$176,401.00
AL	3 Local	\$0.00	\$0.00	\$492,938.00	\$0.00	\$125,000.00	\$0.00	\$0.00
	State	\$0.00	\$0.00	\$1,491,713.00	\$0.00	\$68,350.00	\$0.00	\$914,664.00
AL	4 Local	\$157,200.00	\$0.00	\$2,687,437.00	\$0.00	\$220,000.00	\$0.00	\$115,800.00
	State	\$0.00	\$0.00	\$3,339,955.00	\$0.00	\$272,807.00	\$0.00	\$1,181,978.00
AL	5 Local	\$0.00	\$0.00	\$0.00	\$0.00	\$103,648.00	\$0.00	\$0.00
	State	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
AL	6 Local	\$0.00	\$0.00	\$73,500.00	\$0.00	\$0.00	\$0.00	\$0.00
	State	\$0.00	\$450,000.00	\$147,050.00	\$0.00	\$0.00	\$0.00	\$13,812.00

**FISCAL YEAR 2004 PROGRAM FUNDING
(ALCOHOL AND OTHER DRUGS)**

Task	Title		Major Cost Items					
7	Testing Equipment		Contracts, PAS & PEBT Devices					
8	Multiple DUI Warrant Service/Supervisory Probation Programs		Personnel					
9	Multi - Agency Holiday Enforcement Campaigns		Personnel, Contracts, Public Information Materials					
10	DUI Enforcement Campaign		Personnel, Contractual Services, Operating Expenses, and Educational Materials					
11	Impaired Driving Programs		Personnel, Contractual Services, Operating Expenses, and Educational Materials					

Program Code	Task No/ Agency	Funding Sources/Codes						Estimated Agency Contribution
		157	163	164	402	410	411	
AL	7 Local	\$0.00	\$0.00	\$563,597.00	\$0.00	\$0.00	\$0.00	\$44,347.00
	State	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
AL	8 Local	\$0.00	\$0.00	\$325,000.00	\$0.00	\$160,000.00	\$0.00	\$0.00
	State	\$0.00	\$0.00	\$213,546.00	\$0.00	\$0.00	\$0.00	\$0.00
AL	9 Local	\$0.00	\$0.00	\$1,807,416.00	\$2,540.00	\$617,388.00	\$0.00	\$624,280.00
	State	\$0.00	\$0.00	\$181,150.00	\$0.00	\$0.00	\$0.00	\$0.00
AL	10 Local	\$0.00	\$0.00	\$3,000,000.00	\$0.00	\$0.00	\$0.00	\$0.00
	State	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
AL	11 Local	\$0.00	\$0.00	\$7,548,351.00	\$0.00	\$0.00	\$0.00	\$0.00
	State	\$0.00	\$0.00	\$4,167,335.00	\$0.00	\$0.00	\$0.00	\$0.00
PSP TOTALS								
	LOCAL:	\$157,200.00	\$4,620.00	\$20,723,047.00	\$15,069.00	\$3,183,198.00	\$0.00	\$5,163,395.00
	STATE:	\$0.00	\$450,000.00	\$13,448,297.00	\$179,467.00	\$614,553.00	\$0.00	\$2,286,855.00

COMMUNITY BASED ORGANIZATIONS

I. PROGRAM OVERVIEW

The OTS Community-Based Organization (CBO) Program funds CBOs via contractual mini-grants through state, county, district, and city governmental agencies. OTS enlisted the participation of a variety of governmental “umbrella” or “host” agencies at the state and local levels. OTS generally defines CBOs as nongovernmental agencies organized to work together on a community-based issue, need, or problem. The effectiveness of public safety projects relies heavily on community access. This program substantiates the belief that CBO/governmental agency alliances will enhance community access and message credibility in promoting traffic safety within individual communities.

These projects promote “thinking outside of the box” by forging nontraditional traffic safety partnerships, e.g., soccer leagues, student councils, baseball leagues, and multicultural associations. Many participating CBOs probably do not have traffic safety as a primary organizational focus. For example, an organization whose primary focus is adult literacy or English as a second language could incorporate traffic safety literature into their curriculum. An after school arts program could sponsor a three-dimensional art exhibit based on the concept of pedestrian safety. Funded projects employ media advocacy, coalition building, problem identification, task force, and/or advisory committees, combined resources and implemented solutions to address traffic fatalities and injuries, and other problems. New and existing coalitions include the medical, acute care, and rehabilitation communities. At the same time citizens’ involvement remains a critical part of establishing community priorities for identified problems.

To effectively conduct a strategic, broad-based CBO funding plan, OTS is leveraging CBO funding through “umbrella” local and state governmental agencies. One CBO outreach strategy provides funding to local governmental Community Action Agencies, that in turn administer grants to CBOs. By utilizing Community Action Agencies, OTS takes advantage of their CBO contracting expertise, local knowledge of traffic safety problems, existing network of culturally diverse CBOs, and past working experiences with local CBOs.

II. ACTION PLANS

OTS has met with host agencies to establish standard criteria to be included in requests for proposals sent to CBOs. Criteria includes, but is not necessarily limited to, nonprofit status; longevity, reputation, and experience within the community; project (not necessarily organizational) goals and objectives specific to traffic safety program areas; budgeting/funding issues such as advances and allowable costs; and reporting requirements. Established criteria will be incorporated into CBO contractual agreements.

To further integrate CBOs into the OTS grant program, OTS will continue to offer scholarships to CBOs attending OTS grant writing workshops. In addition, all existing grantees were strongly encouraged to review their project activities and look for opportunities to include CBOs.

OTS initiated 26 projects in prior fiscal years, and OTS will initiate 11 new projects for fiscal year 2004. Fiscal year 2003 activities included composing, producing, advertising, and disseminating Requests for Proposals (RFP) to community based organizations, reviewing the applications from the respondents to the RFPs, selecting CBOs for funding, working with the CBOs in teaching them about the reporting and tracking requirements, funding CBOs, assisting CBOs with the final reporting for closure of mini-grant projects, and outreaching to communities as a venue for promoting the CBO mini-grants' program.

TASK 1 - OUTREACH PROGRAM TO COMMUNITY BASED ORGANIZATIONS

CBO grantees conduct a variety of traffic safety activities and programs designed to impact local community and neighborhood traffic safety problems. CBOs will implement innovative programs such as traffic safety art programs, literacy based reading programs, safe routes to school programs, pedestrian and bicycle safety, and school crossing guards. CBO grants will also distribute child safety seats and bicycle helmets to people in need. OTS will ensure that CBOs have proper traffic safety training and that people receiving child safety seats and bicycle helmets receive proper fitting and use instructions.

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CB0105 - RIVERSIDE COUNTY OFFICE OF EDUCATION

Initiated in fiscal year 2001, the "Community Based Organization Grants Program for Traffic Safety Education" project is continued into fiscal year 2004. This project awarded 35 grants to CBOs ranging from \$5,000 to \$10,000. The goal of this project is for CBOs to create and implement traffic safety programs that include bicycle helmet distribution and fitting programs, bicycle safety rodeos, and child safety seat checkups. Other programs include the production of video or radio PSAs written and produced by students, a parent academy for traffic safety, peer educator programs and an anti-DUI theatre program for teens and parents. Activity included releasing the Request for Proposals from CBOs, funding 17 mini-grants to CBOs, working with CBO managers, participating in outreach seminars and public activities. Examples of CBOs receiving mini-grants include the following: Community Tool Box, Blythe Police Department Explorer Post #462, Hemet High School Student Council, and Inland Empire Agency. (\$11,991)

CB0201 - SACRAMENTO COUNTY HEALTH DEPARTMENT

Initiated in fiscal year 2002, the current "Child Passenger Safety Program" is continued into fiscal year 2004. This project provides funds for personnel, travel, contractual services, child safety seats, education/promotional materials, and media. Project activities include child safety seat checkups, educational presentations and training classes, distribution of child safety seats to low income residents, establishing a court diversion program, conducting a public information campaign, and working with a community based organization serving the Russian, Asian, and Hispanic communities to implement safety seat programs. Project goals are to reduce fatalities and injuries to children 12 years of age and under, and increase child safety seat and seat belt use. (\$105,318)

CB0203 - MERCED COUNTY DEPARTMENT OF PUBLIC HEALTH

Initiated in fiscal year 2002, the "Child and Booster Seat Safety Program" is continued into fiscal year 2004. This project provides funds for a project coordinator, child safety seats and booster seats. The goals of this project are to increase child safety seat usage by ten percent and to decrease child safety seat misuse by ten percent. Activities include conducting child seat checkups and parental education. (\$24,138)

CB0204 - SAN BERNARDINO COUNTY DEPARTMENT OF PUBLIC HEALTH

Initiated in fiscal year 2002, the "CBO Traffic Safety Education and Outreach" project will continue into fiscal year 2004. This project provides funds for County personnel and contractual services for 15 mini-grants to community-based organizations. The goals include reducing injuries and fatalities of vehicle occupants ages 0-20 in the incorporated areas of San Bernardino County, and to decrease the number of unrestrained fatalities in this age group. The program will allow the organizations to have multilingual traffic safety education materials, child passenger safety seats, bicycle helmets, and outreach with the support and expertise of the Public Health Department. Examples of CBOs receiving mini-grants include the following: Alcohol Free Kids, American Red Cross, Asian-American Resource Center and Friends of Four-D Success Academy. (\$11,920)

CB0208 - LOS ANGELES COUNTY DEPARTMENT OF HEALTH SERVICES

Initiated in fiscal year 2002, the "East and South Central Los Angeles Preschool Pedestrian Injury Prevention Program" is continued into fiscal year 2004. This project provides funds for personnel, program materials, a pedestrian rodeo training kit and indirect costs. Activities include a ten-week intervention program, training of preschool teachers, and activity books to be sent home to include parents and caregivers in the program. The goal of the program is to reduce hospitalized pedestrian injuries among children 0-9 years old in Los Angeles County. (\$64,990)

CB0209 - LOS ANGELES COUNTY DEPARTMENT OF HEALTH SERVICES

Initiated in fiscal year 2002, "The Hawthorne and Lennox Safe Communities Coalition" is continued into fiscal year 2004. This project provides funds for personnel, community-based organization contracts and indirect costs. Activities include a culturally sensitive prevention program aiming to reduce the number of traffic and pedestrian related injuries identified in the targeted communities through the use of "Promotoras." An example of CBOs receiving mini-grants includes Harbor-UCLA REI Childhood Injury Prevention Center. (\$14,884)

CB0210 - LOS ANGELES COUNTY DEPARTMENT OF HEALTH SERVICES

Initiated in fiscal year 2002, the "Health Department Partners with Community Based Organizations to Protect Children in Los Angeles County" is continued into fiscal year 2004. This project provides funds for contractual services for a child passenger educational organization and indirect costs. Activities include the continued support of the child passenger safety help line in English and Spanish, technical support for CBOs, training for NHTSA certified instructors and technicians, and the production of informational materials as the law changes and car seats are recalled. An example of a CBO receiving mini-grants is SafetyBeltSafe USA. (\$26,919)

CB0301 - DEPARTMENT OF SOCIAL SERVICES

Initiated in fiscal year 2003, "Drive Safe, Ride Safe" is continued into fiscal year 2004. This project provides funds for personnel, travel, NHTSA CPS technician training, child safety seats, operating expenses, subcontracts with local Tribal Councils, and education/promotional items. Project activities include child safety seat checkups, educational presentations and training classes, and the distribution of child safety seats to tribal community based organizations. Project goals are to reduce child safety seat misuse and include the participation of community based tribal health programs. (\$123,414)

CB0302 - HUMBOLDT COUNTY

Initiated in fiscal year 2003, the current "Child Passenger Safety Program" is continued into fiscal year 2004. This project provides funds for personnel, travel, child safety seats, a computer, education/promotional materials, media, and mini-grants. Project activities include child safety seat checkups, educational presentations and training classes,

distribution of child safety seats to low income residents, conducting a public information campaign, and issuing mini-grants to community based organizations to implement safety seat programs. Project goals are to reduce fatalities and injuries to children six years of age and under, and increase child safety seat use. (\$133,405)

CB0303 - CALIFORNIA HIGHWAY PATROL

Initiated in fiscal year 2003, the current "School Outreach Assembly Program" is continued into fiscal year 2004. This project provides funds for travel expenses, media, evaluation, a contractual grant coordinator position, and purchase of a laptop computer. In partnership with Mothers Against Drunk Driving (MADD), the CHP will use project resources to present a MADD produced multi-media program at 380 high schools throughout California. The program demonstrates the dangers of underage drinking and impaired driving through music, drama, visual images, student interviews, powerful stories, and a classroom activity guide. The project includes an evaluation, which is designed to measure any changes in awareness and understanding of the consequences of underage drinking. The goal of this project is to reduce teen involvement in DUI crashes, and heighten their awareness of DUI issues. (\$461,755 for local benefit)

CB0305 - SAN LUIS OBISPO COUNTY PUBLIC HEALTH DEPARTMENT

Initiated in fiscal year 2003, the "Community-Based Outreach for Traffic Safety" project is continued into fiscal year 2003. This project provides funds for personnel, travel, training supplies, car safety seats, and promotional materials. Activities include collaborating with Community Based Organizations to promote traffic safety, distributing child passenger safety seats, and conducting NHTSA certified training for Child Passenger Safety Technicians. The goal of the program is to increase safety seat use and decrease misuse, thereby reducing fatalities and injuries to children. (\$76,477)

CB0306 - UNIVERSITY OF CALIFORNIA, IRVINE

Initiated in fiscal year 2003, the "Community-Based Action for Traffic Safety (CATS)" program is continued in fiscal year 2004. This two-year project will engage at least 20 community-based organizations to address DUI and traffic safety for youth, older adults, and non-or limited English-speaking populations in Orange County. A team of two seniors from each of the community based senior centers will be hired to design and implement traffic safety projects at senior centers. The project will also provide DUI mini-grants to six CBOs serving non or limited English speaking populations (i.e., Spanish, Korean, Vietnamese, Khmer, Chinese) to develop culturally and linguistically appropriate DUI prevention programs. In addition, the project will outreach to youth ages 16-24 years through a two-day Youth Traffic Safety Summit with a six-month follow-up meeting for 60 youth representing 20 youth serving CBOs. Mini-grants will be awarded to youth from six CBOs to follow-up on the action plans resulting from the Summit. Technical assistance and training will be provided to all CBOs to promote traffic safety best practices as well as to provide networking opportunities and collaboration among the CBOs. (\$231,342 for local benefit)

CB0401 - DALY CITY POLICE DEPARTMENT

A new "Community Based Organization Alcohol/Drug Rehabilitation and Education Program" is planned for fiscal year 2004. Project funds will provide personnel, travel, contractual services for evidentiary blood samples, educational and promotional materials. This project will assist the First Chance Center and will enlist participation of volunteers from two community-based organizations. The main goal is to support an existing CBO in the processing of subjects that have been arrested for primary alcohol and or drug related offenses. (\$162,000)

CB0402 - FRESNO POLICE DEPARTMENT

A new "Safety Education Awareness and Training (SEAT)" program is planned for fiscal year 2004. Project funds will provide personnel, a multi-purpose trailer, CBO mini-grants and travel. Fresno Police Department will partner with MADD, Fresno Center for New Americans and Fresno Community Food Resources, Inc., to develop and implement a seat belt and DUI education program for the Hispanic and Southeast Asian communities of Fresno. All materials developed will be language and culture appropriate. (\$147,000 for local benefit)

CB0403 - LONG BEACH NEIGHBORHOOD SERVICES BUREAU

A new "Long Beach Family Safety/DUI and Seatbelt Safety Education" program is planned for fiscal year 2004. In coordination with the Department of Health and Human Services, the program will implement a comprehensive community based multi lingual Driving Under the Influence (DUI) and Seatbelt education campaign. The education will be implemented in coordination with local schools and community based organizations and will target young adults between 14-24 years of age and will include parent education, "train the trainer," and peer education components. In addition, the project staff will work with the local high schools to produce two theatrical plays portraying the dangers of driving under the influence and expand the "Every 15 Minutes" program at a local high school. Age and language specific materials will be developed along with a parent's guide that will be used to support the education component. (\$165,000)

CB0404 - LOS ANGELES

A new "Community-based Traffic Safety Education Program" is planned for fiscal year 2004. The city of Los Angeles will enhance its community-based traffic safety education program by extending the outreach capacity of the city's 11 family development networks (FDNs). FDNs are collaborations of multiple community-based organizations (CBOs). Funds provided will enable the FDNs to continue their community traffic safety education as well as expand their capacity to be a traffic safety education resource for local hospitals, law enforcement and courts based on the unique need(s) identified at each FDN location. (\$200,000)

CB0405 - MONTEREY COUNTY HEALTH DEPARTMENT

A new "Community –Based Prevention of Alcohol Impaired Driving and Increased Seat Belt Usage Among High Risk Latino Populations in Monterey County" program is planned for fiscal year 2004. This project provides funds for personnel, travel expenses, and contractual services. The goals include reducing alcohol involved fatal and injury collisions, and increasing the seat belt compliance rate. Activities include coordinating a broad range of community involvement consisting of the courts, Spanish language television, law enforcement, an alcohol treatment and prevention agency, local agribusiness, and a medical clinic that serves farm workers. This collaboration will focus on the consequences of driving under the influence and stressing the importance of proper seat belt use. (\$150,000)

CB0406 - OAKLAND

A new "Community Based Organization Grant Program" project is planned for fiscal year 2004. This project will provide for contractual services, computer hardware and software, and operating expenses. This program will award multiple mini-grants to Community Based Organizations (CBO's) to develop and implement creative traffic related educational programs. CBO grants will address problems within the city such as pedestrian safety, driving under the influence (DUI), child passenger safety and other issues. The goal of the project is to utilize CBOs to help reduce traffic related injuries and fatalities in the city of Oakland. Resulting literature will be printed in English, Spanish, Korean, Vietnamese, and Chinese, enhancing linkages between traffic education, enforcement and engineering programs, and creating press materials. (\$220,000)

CB0407 - RIVERSIDE COUNTY INJURY PREVENTION PROGRAM

A new "Community Based Traffic Safety Outreach and You Lose Teen Theatrical Performances Program" project is planned for fiscal year 2004. The project provides funds for personnel, travel, contractual services, paid media, print items, and promotional items. Project activities include two theatrical creative directors working with high school drama students at 15 high schools developing "You Lose" theatrical productions. The students perform for their peers educating them about the potential tragic consequences of illegally consuming alcohol and driving under the influence. One goal of the project is to advance education among high school students through theatrical performances, and through media advocacy. Another goal of this project is to allow CBOs to create and implement traffic safety programs. (\$303,000)

CB0408 - SAN BERNARDINO COUNTY DEPARTMENT OF PUBLIC HEALTH

A new "Community Based Organizations' Outreach" project is planned for fiscal year 2004. This project provides funds for County personnel and contractual services for 15 mini-grants to community-based organizations. The goals include reducing injuries and fatalities of vehicle occupants ages 0-20 in the incorporated areas of San Bernardino County, and to decrease the number of unrestrained fatalities in this age group. The program will allow the organizations to have multilingual traffic safety education materials, child passenger safety seats, bicycle helmets, and outreach with the support and expertise of the Public Health Department. (\$250,000)

CB0409 - SAN DIEGO COUNTY

A new "Reduction of Alcohol-Related Collisions Through Community Collaboration" program is planned for fiscal year 2004. This project plans to achieve a reduction in the number of alcohol-involved collisions in the East Region of San Diego County by providing mini-grants to community-based organizations for the purpose of implementing anti-DUI programs. Components of the program include active involvement of community members, development of media campaigns, development of traffic safety policy proposals, and active involvement of youth in the community. Strong community-based involvement already exists in San Diego County, and this program will complement ongoing anti-DUI law enforcement efforts. (\$100,000)

CB0410 - SAN FRANCISCO DEPARTMENT OF PUBLIC HEALTH

A new "Attitudes and DUI Prevention" program is planned for fiscal year 2004. Project funds will provide personnel, travel, a media consultant and CBO mini-grants, and office supplies. This project will analyze alcohol involved and DUI collision data, create increased community awareness and work in targeted communities to identify special needs and focuses. The project is designed to improve pedestrian and traffic safety in San Francisco by changing community attitudes about alcohol use and driving, and reducing community

tolerance for DUI and alcohol use by drivers, especially among younger drivers. The Department of Public Health will collaborate closely with enforcement efforts conducted by the San Francisco Police Department. (\$222,012)

CB0411 - SHASTA COUNTY PUBLIC HEALTH DEPARTMENT

A new "Shasta County Traffic Safety Program" in collaboration with the Injury Prevention Coalition of Shasta County (IPCSC) is planned for fiscal year 2004. This project will provide funding for producing an updated injury profile and conducting injury surveillance activities including GIS mapping of alcohol-related collisions. Also, project funds will provide mini-grants for community based organizations for traffic safety education programs that include the following: implementing a high school seatbelt challenge; conducting DUI campaigns; conducting Live DUI Trials; developing a MADD chapter in Shasta County; and, collaborating with local agencies on Every 15 Minutes, Sober Grad Night, and Prom Night. This project will involve more than 25 organizations, including law enforcement, hospitals, schools, and CBOs. (\$150,000)

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CB0109 - CALIFORNIA DEPARTMENT OF TRANSPORTATION

Initiated in fiscal year 2001, the "Farm Worker Traffic Safety Education Program" project is continued into fiscal year 2004. This project provides funds for a CBO to design, develop, and implement a seat belt and DUI awareness and education campaign accessible to the farm labor community. Project activity will include conducting 40 traffic safety education workshops and 20 presentations in the counties of Fresno, Kings, Tulare and Kern. (\$0 for local benefit)

CB0202 - CALIFORNIA STATE UNIVERSITY, STANISLAUS

Initiated in fiscal year 2002, the "Reaching Out to Stop DUI Program" is continued into fiscal year 2004. The project provides funds for community based organizations in the form of mini-grants to provide for training and materials to educate and promote methods and habits that protect against drinking and driving. CSU, Stanislaus, in cooperation with community based organizations serving the county's Hispanic community will develop and implement a educational program for felony DUI probationers which will include individualized needs and risk assessment. The goal of this project is to reduce the over representation of Hispanic males among DUI arrests in the county. (\$7,385 for local benefit)

CB0207 - SANTA MONICA

Initiated in fiscal year 2002, the "Safe and Healthy Newborns Infant Car Seat Program" is continued into fiscal year 2004. This project provides funds for a contract with a community based organization (Venice Family Clinic) for personnel, car seats and educational materials. Project activities include the distribution of infant car seats for prenatal patients, child passenger safety education classes in English and Spanish and age appropriate car seats for pediatric patients, and staff training. (\$0)

CB0212 - MAMMOTH LAKES POLICE DEPARTMENT

Initiated in fiscal year 2002, the "Car Seat Safety for Mono and Inyo Counties" project is continued into fiscal year 2004. This project provides funds for multiple agencies' personnel overtime, and contractual services for working with their CBO called Cops for Kids. The goals include reducing injuries and fatalities of vehicle occupants' ages 0-20 in the Town of Mammoth Lakes and the city of Bishop, and to decrease the number of unrestrained fatalities in this age group. The project trained three car seat technicians, and more are

planned for training during fiscal year 2004. The program allows the participating organizations to have traffic safety education materials, child passenger safety seats, booster seats, and bicycle helmets. (\$0)

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CB0103 - SAN DIEGO COUNTY HEALTH AND HUMAN SERVICES AGENCY

Initiated in fiscal year 2001, the "County of San Diego - Safety First" project is continued into fiscal year 2004. This project provides funds for grants with CBOs to implement passenger safety traffic safety programs. Project activities include child safety seat education for parents, caretakers and children through pro-active community involvement and dissemination of educational materials and child passenger safety restraints and bicycle helmets. The goal of the project is to reduce fatalities and injuries by increasing safety seat, seatbelt, and bicycle helmet use. (\$106,054)

CB0110 - LOS ANGELES COMMUNITY DEVELOPMENT DEPARTMENT

Initiated in fiscal year 2001, the "City of Los Angeles Traffic Safety Program for Community Based Organizations" project is continued into fiscal year 2004. This project provides funds to "low income" CBOs within the city of Los Angeles. The city will utilize six community improvement-planning areas to develop and implement innovative traffic safety practices. Examples of CBOs receiving mini-grants include the following: Children's Bureau, The Children's Collective, Inc., El Centro de Ayuda, and El Centro del Pueblo. During this fiscal year, the CBOs will conduct a variety of traffic safety activities including child passenger seat programs, bicycle and pedestrian programs, alcohol prevention programs, etc. (\$612,626)

CB0111 - SAN FRANCISCO DEPARTMENT OF PUBLIC HEALTH

Initiated in 2001, the current "Community Based Organization Grant Program to Improve Traffic and Pedestrian Safety in San Francisco" is continued into fiscal year 2004. This project provides funds for 30 CBOs to promote community-based solutions to traffic safety problems occurring within a variety of geographical and socio-cultural settings. The overall goal of this program is to reduce motor vehicle and pedestrian injuries and fatalities on a neighborhood-by-neighborhood basis by encouraging community ownership in developing innovative and sustainable traffic safety programs. Activities include the agency hiring a health educator to administer the project and awarding 11 CBO mini-grants. Examples of CBOs receiving mini-grants include the following: Chinatown Community Development Center, Greater West Portal Neighborhood Association, International Institute of San Francisco, Rose Resnick Lighthouse for the Blind and Visually Impaired, Senior Action Network, and Network for Elders. (\$142,904)

CB0213 - LOS ANGELES COUNTY COMMUNITY AND SENIOR SERVICES

Initiated in fiscal year 2002, the "Grant Program for Community-Based Organizations" project is continued into fiscal year 2004. This project provides funding to 50 to 70 CBOs in designated cities within the county to conduct literacy-based traffic safety education and a program to distribute child safety seats to needy families. (\$875,000)

**FISCAL YEAR 2004 PROGRAM FUNDING
(COMMUNITY-BASED ORGANIZATION GRANT PROGRAM)**

Task	Title	Major Cost Items						
1	Community-Based Organization Grant Programs	Contracts, Child Safety Seats, Bicycle Helmets, Promotional / Educational Materials and Training						

EMERGENCY MEDICAL SERVICES

I. PROGRAM OVERVIEW

An Emergency Medical Services (EMS) system that ensures prompt and effective emergency medical services to victims of motor vehicle collisions is an essential component of California's plan to reduce the number of deaths and injuries resulting from motor vehicle collisions.

According to the 2002 California Highway Patrol Statewide Integrated Traffic Records System (SWITRS) provisional data, there were 309,407 persons in California that required EMS as a result of a serious motor vehicle collision. All of these individuals required the following emergency medical services at the crash scene and while en route to a trauma center: emergency communications, First Responder services, Emergency Medical Technician (EMT) or Paramedic services, medical equipment and supplies, and emergency transportation. Many of these crash victims also required specialized rescue equipment and trained personnel to extricate them from their vehicles and/or the crash scene.

Current research and the experience of emergency physicians, trauma specialists and other EMS providers recognize that trauma patient outcomes are best when patients are identified, transported and cared for at a medical facility within the critical "golden hour." The "golden hour" has become a standard used to measure the effectiveness of many components of EMS. A recent assessment of California's Emergency Medical Services conducted by the Emergency Medical Services Authority (EMSA) and National Highway Traffic Safety Administration (NHTSA) reports an effective EMS system requires and provides the following:

- Reliable and accessible communications.
- Adequately trained personnel.
- Life saving medical and rescue equipment.
- Safe, reliable, and rapid emergency transportation.
- Public information and education.
- Problem identification and evaluation.

II. ACTION PLANS

Adequately trained rescue personnel with access to appropriate and reliable equipment and vehicles are critical to an EMS system's ability to effectively care for victims of motor vehicle collisions. To meet this need, OTS plans to provide grant funds to full-time, paid-call, and volunteer EMS providing agencies to purchase and/or replace unreliable ambulances and first responder/rescue vehicles, extrication equipment, air bag lifting systems, and to provide training. With California's vast rural areas, paid-call and volunteer EMS agencies benefit immensely from OTS funding for ambulances, extrication equipment, communications, and public information materials.

Public information and education are also important components of an effective EMS system. The EMS provider is in a unique position to observe, understand, and educate the public about injury prevention. OTS provides funds for programs that enhance the public's knowledge of the EMS system, demonstrate safe and appropriate response to Code 3 responding vehicles (lights and sirens), demonstrate essential self-help and appropriate bystander care actions and encourage injury prevention. The "Please Abide, Move Aside" and "First There, First Care, Bystander Care for the Injured" programs are excellent examples of EMS public information and education programs planned for fiscal year 2003.

OTS plans to provide funds to continue work on the EMS Evaluation and Planning project and the Statewide EMS Communications Plan. The evaluation and planning project will utilize the input from the 1999 NHTSA Assessment of EMS in California to finalize and implement the EMS Commission's "Future of EMS in California" vision document, to revise system standards and guidelines and to develop performance benchmarks as part of an annual system evaluation process. The EMS communications project will establish and implement an up-to-date and coordinated EMS communication system statewide by replacing aging and outdated equipment and installing new communication technology to integrate existing systems statewide.

To meet the need for quality evaluation data, OTS provides funds for computers and software to provide for the collection of pre-hospital care data and to allow data linkage between pre-hospital care providers, hospitals, and trauma centers

To achieve the greatest potential for reducing fatalities and injuries, OTS recommends grantees consider the following countermeasures when preparing their project agreements (*Note: The OTS "Blueprints" contain additional recommended "best practice" countermeasures*):

- To seek innovative low cost approaches to First Responder, EMT and Paramedic training and certification programs for rural areas.
- To utilize standardized training and certification programs for EMS dispatcher.
- To promote State certified training programs.
- To promote bystander-training programs.
- To assist with the development, and upgrade of outdated and unreliable EMS communication systems.
- To establish Data Linkage programs to enable providers to determine patient outcome and injury prevention strategies.
- To promote partnerships to support and coordinate comprehensive and integrated injury control systems.
- To promote public/private partnerships.
- To promote community involvement in traffic safety.
- To conduct a "lights and siren" public/driver awareness program.

III. TASKS

TASK 1 - PROGRAM DEVELOPMENT AND ADMINISTRATIVE COORDINATION

This task provides for the necessary staff time and expenses incurred by OTS that are directly related to the planning, development, coordination, monitoring, auditing, and evaluation of projects within this program area, and the preparation of the 2005 Highway Safety Plan. Funding is also provided in this task for the printing of brochures and pamphlets, distributing literature and media materials developed through successful projects, or obtained from other sources. Assistance is also provided under this task to individuals to attend and participate in technology transfer workshops, training sessions, or educational meetings or conferences.

TASK 2 - FIRST RESPONDER SERVICES

Timely access to the appropriate equipment and medical supplies is essential to the EMS provider's ability to meet the needs of the motor vehicle collision victim. New automobile materials, technology, and alternative fuels create additional hazards and challenges for the EMS provider at the scene of a motor vehicle collision. Specialized equipment (hydraulic extrication tools, air bag lift systems) and training can make the difference between a patient receiving medical treatment within the critical "golden hour" or not. Removal of a victim trapped in the vehicle can average more than an hour without appropriate tools; with the use of hydraulic tools, the average extrication time is 15 minutes. Thirty-one new projects are planned under this task and three projects will be continued. The goals of these projects are to improve EMS delivery to traffic collisions victims and to reduce response times for the arrival of appropriate equipment to the scene and/or the extrication of collision victims.

All of the equipment listed in the table below is less than \$5,000 per unit in cost, with the exception of the asterisk (*) items.

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Project No.	Agency	Hydraulic Equipment	Airbags	Rescue Vehicles	2004 Funds
EM0307	Carpinteria FPD			*1 Vehicle @25%	\$0
EM0315	Half Moon Bay FD	*1 set	2 sets		\$0
EM0329	Shasta Lake FPD**	13 sets			\$0

**Shasta Lake FPD is the host agency for this project and will be distributing equipment to West Almanor CSD, Linda FPD, North Tahoe FPD, and Loma Rica/Browns Valley CSD.

Project No.	Agency	Hydraulic Equipment	Airbags	Thermal Imaging	Rescue Vehicles	2004 Funds
EM0401	Apple Valley FPD	1 set	1 set			\$27,575
EM0402	Arbuckle VFD	1 set				\$20,000
EM0403	Barstow FPD**	3 sets	1 set	*1 camera		\$195,672
EM0404	Big Bear Lake FPD	1 set		*1 camera		\$43,000
EM0405	Del Mar FD	1 set				\$35,000
EM0406	Dunnigan FPD	1 set				\$21,498
EM0407	Eureka FD	1 set				\$18,071
EM0408	Fresno Co	2 sets	2 sets			\$46,500
EM0409	Hollister FD	* 1 set	* 1 set			\$26,000
EM0410	Klamath FPD	1 set				\$27,728
EM0411	Loomis FPD	1 set				\$20,000
EM0412	Mendocino FPD	1 set				\$23,111
EM0413	Napa FD	1 set				\$28,000
EM0414	Needles FD	1 set				\$22,000
EM0415	Nevada Co. FPD	1 set	1 set			\$37,695
EM0416	Oakland FD	6 sets	2 sets			\$139,268
EM0417	Orland FD				*Rescue Vehicle @25%	\$14,875
EM0418	Pacific Grove FD	* 1 set	1 set			\$16,000.00
EM0419	Placer CDF	2 sets	2 sets			\$50,000
EM0420	Plumas Co. Public Health Agency	14 sets	5 sets			\$245,714
EM0422	Rancho Cucamonga FPD			1 set		\$27,000
EM0423	Rialto City FD	1 set	1 set			\$45,000
EM0427	Riverside Co.***	2 sets	2 sets		*2 Rescue Vehicle @25%	\$157,400
EM0430	Riverside FD	1 set				\$27,000
EM0431	San Juan Bautista Fire Department	* 1 set				\$35,000.00
EM0432	San Luis Obispo County FD	* 3 sets				\$50,322.00
EM0433	Santa Barbara FD	* 2 sets				\$60,000.00
EM0434	Smartsville FD	1 set				\$17,000
EM0436	Taft FD	1 set				\$21,000
EM0437	Tehama Co. FPD				*Rescue Vehicle @25%	\$14,875
EM0438	Tulare Co.	1 set	1 set			\$26,000
EM0439	Waterloo Morada Rural FPD	1 set	1 set			\$26,000

**Barstow is the host agency for this project and will be distributing equipment to Yermo Community Services District.

***Riverside County Fire District is the host agency for this project and will be distributing

equipment to six Riverside County Fire Departments.

TASK 3 - LIFE SUPPORT DELIVERY

Safe, reliable ambulance transportation is a critical component of an effective EMS system. In rural areas, the purchase and maintenance of an ambulance is a continuing problem. Low call volume and sparse population make it difficult if not impossible to obtain the monies required to provide and maintain quality emergency medical services and transportation. Many of California's rural communities are located along heavily traveled highway corridors and in areas frequented by thousands of tourists. The distance between these communities and local trauma centers makes the availability of reliable ambulance and trained ambulance personnel critical. One new ambulance project is planned under this task and two are continued.

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EM0318 - KINGSBURG FIRE DEPARTMENT

Initiated in fiscal year 2003, the "Ambulance Replacement Project" is continued into fiscal year 2004. The project will provide funds for 25 percent of a fully equipped ambulance and backboards. The goal of this project is to improve the emergency medical services delivery system in three communities served by the Kingsburg Fire Department through the replacement of an unreliable ambulance/rescue vehicle. (\$0)

EM0330 - SIERRA COUNTY DEPARTMENT OF PUBLIC WORKS AND TRANSPORTATION

Initiated in fiscal year 2003, the "Sierra County Ambulance Project" is continued into fiscal year 2004. This provides funds for 25 percent of two ambulances. The goal of this project is to provide a modern, effective and ongoing level of medical response and ambulance service to the rural areas of Sierra County. (\$11,086)

402

EM0435 - SONOMA VALLEY FIREMED SYSTEM

A new "Ambulance Refurbishing and Emergency Vehicle Priority Systems Project" is planned for fiscal year 2004. The Sonoma Valley FireMed System seeks to refurbish two ambulances over the course of two years. The intent of the project is to maintain a high level of paramedical service in the Sonoma Valley through refurbishment of two well-worn ambulances. Secondly, the agency seeks to promote traffic safety in the coverage area via educational presentations in local schools and at public fairs and through press releases to local newspapers while displaying the ambulances. (\$16,500)

TASK 4 - DATA COLLECTION

Data collection and ready access to available data are a continuing challenge for the EMS community. Many of the state's EMS providers are collecting important data by hand or not at all. The availability and access to data enables the EMS provider to determine injury prevention strategies, program strengths and weaknesses, training needs, allows effective deployment of resources and provides information to improve patient care and outcome. There are currently no projects planned or continued under this task.

TASK 5 - COMMUNICATIONS

A reliable communications system is an essential component of an overall EMS system. Public access to emergency services is hampered in many areas by over burdened 911 systems, dead spots in wilderness and mountainous areas, and long stretches of highway with no access to telephone landline or cellular services. A variety of communications systems are currently in use (VHF, UHF, 800 MHz) in the state, many are outdated and unreliable. This variety of systems causes enormous problems with interagency operability. The EMS provider's access to reliable communication is critical to the safety of the EMS provider, effective deployment of resources and positive patient outcomes.

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EM0008 - EMERGENCY MEDICAL SERVICES AUTHORITY

Initiated in fiscal year 2000, the "Statewide EMS Communication System Plan" project is continued into fiscal year 2004. This project provides funds for personnel, a communications systems consultant, repeaters and other communications and computer equipment. The goals of this project are to establish and implement an up-to-date and integrated EMS communication system statewide and to improve EMS communication system statewide through the replacement of out-dated and aging technology. (\$0)

TASK 6 - TRAINING

EMS personnel can perform their mission only if adequately trained and available in sufficient numbers throughout the State. Rescue personnel with First Responder, EMT and Paramedic training can mean the difference between life and death for motor vehicle collision victims. This is especially true in rural areas, and highly congested metropolitan areas where distance and congested traffic conditions critically increase the time required to arrive at the crash scene, extricate and transport victims.

402

EM0421 - PORTOLA

A new "First Responder Program" project is planned for fiscal year 2004. This project will implement a first responder program within the city's volunteer Fire Department to supplement the minimal emergency services provided to the city by the Eastern Plumas District Hospital. The program will train 30 first responders and provide medical equipment for vehicles in the Fire Department fleet. (\$10,402)

TASK 7 - PUBLIC AWARENESS AND EDUCATION PROGRAMS

Public information and education is a key component of an effective EMS system. The EMS provider is in a unique position to observe, understand and educate the public about injury prevention. These programs enhance the public's knowledge of the EMS system, support appropriate use of system access (911), demonstrate essential self-help and appropriate bystander care actions and encourage injury prevention.

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EM0327 - SAN FRANCISCO FIRE DEPARTMENT

Initiated in fiscal year 2003, the "Please Abide, Move Aside" project is continued into fiscal year 2004. This project is a public education campaign designed to inform the driving public to yield safely to responding emergency vehicles. Project funds will provide for a public information/education campaign, educational materials (some in multiple languages), promotional items, website development, advertising on buses and bus shelters (donated space) and public service announcements. The goal of this program is to reduce the number of collisions and the associated costs from crashes involving emergency vehicles and the motoring public by 20 percent. (\$0)

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EM0201 - EMERGENCY MEDICAL SERVICES AUTHORITY

Initiated in fiscal year 2002, the "First There, First Care, Bystander Care for the Injured" project is continued into fiscal year 2004. The project provides funds for personnel and a contractor to provide the training and education program. The goal of this project is to provide high school students in 11 northern California counties with life-saving bystander care training. (\$19,936)

EM0221 - LODI FIRE DEPARTMENT

Initiated in fiscal year 2002, the "Lodi Please Abide, Move Aside Program" is continued into fiscal year 2004. The project provides funds for educational materials and supplies. The goal of the project is to reduce the number of traffic collisions involving motorists who fail to yield to responding emergency (police, fire, ambulance) vehicles. (\$0)

TASK 8 - EVALUATION/ASSESSMENTS

The rising costs of medical care and the increasing demands on limited available dollars make problem identification and program evaluation a priority. Needs assessments and program evaluation enable the EMS provider to determine injury prevention strategies, program strengths and weaknesses, and the need for equipment and training. There are currently no projects planned or continued under this task.

**FISCAL YEAR 2004 PROGRAM FUNDING
(EMERGENCY MEDICAL SERVICES)**

Task	Title				Major Cost Items			
1	Program Development and Administrative Coordination				Personnel, Travel, Contracts, Printing			
2	First Responder Services				Rescue Vehicles and Equipment (JAWS and Air Bag Lifting Systems)			
3	Life Support Delivery				Ambulances and Equipment			
4	Data Collection				Personnel Costs, Operating Expenses, Computer Hardware and Software			
5	Communications				Personnel, Communications Equipment, Computer Hardware and Software			
6	Training				Personnel Costs, Operating Expenses, Educational Materials, Training Equipment, Travel Expenses			

Program Code	Task No/ Agency	Funding Sources/Codes						Estimated Agency Contribution
		157	163	402	405	410	411	
EM	1 Local	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
	State	\$0.00	\$0.00	\$178,963.00	\$0.00	\$0.00	\$0.00	\$0.00
EM	2 Local	\$0.00	\$0.00	\$1,564,304.00	\$0.00	\$0.00	\$0.00	\$10,045.00
	State	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
EM	3 Local	\$11,086.00	\$0.00	\$16,500.00	\$0.00	\$0.00	\$0.00	\$472,450.00
	State	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
EM	4 Local	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
	State	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
EM	5 Local	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
	State	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
EM	6 Local	\$0.00	\$0.00	\$10,402.00	\$0.00	\$0.00	\$0.00	\$0.00
	State	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00

**FISCAL YEAR 2004 PROGRAM FUNDING
(EMERGENCY MEDICAL SERVICES)**

Task	Title		Major Cost Items					
7	Public Awareness and Education Programs		Personnel, Contracts, Educational Material, Printing and Duplication, Travel Expenses, Advertising Air Time					
8	Evaluation / Assessments		Personnel, Computer Hardware and Software, Contracts, Travel Expenses, Printing and Duplication					
Program Code	Task No/ Agency	Funding Sources/Codes						Estimated Agency Contribution
		157	163	402	405	410	411	
EM	7 Local	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$22,947.00
	State	\$0.00	\$19,936.00	\$0.00	\$0.00	\$0.00	\$0.00	\$6,063.00
EM	8 Local	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
	State	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
PSP TOTALS								
	LOCAL:	\$11,086.00	\$0.00	\$1,591,206.00	\$0.00	\$0.00	\$0.00	\$505,442.00
	STATE:	\$0.00	\$19,936.00	\$178,963.00	\$0.00	\$0.00	\$0.00	\$6,063.00

OCCUPANT PROTECTION

I. PROGRAM OVERVIEW

Seat Belts

In 1999, California became the first State in the nation to reach a 90 percent seat belt compliance rate. In 2001, California earned the nations only "A" grade by the National Safety Council for having a high seat belt use rate and a tough seat belt law that is well enforced. The most recent statewide seat belt survey, conducted in June 2002, reports a 91.1 percent seat belt use. California has steadily increased this compliance rate in the last five years from 87 percent.

The California Highway Patrol (CHP) 2002 Statewide Integrated Traffic Records System (SWITRS) provisional data, reports 46.3 percent of vehicle occupants killed in automobile collisions were not using seat belts. In the last four years (1999 to 2002), the percentage of occupants killed in automobile collisions, not using safety belts, decreased by 4.3 percentage points from 50.6 percent to 46.3 percent.

Seat belts reduce the risk of fatal injuries to front seat vehicle occupants by 45 percent. The National Highway Traffic Safety Administration (NHTSA) estimates approximately 101 lives were saved in California when seat belt usage increased to 90 percent.

Although California has a high seat belt use rate, the fact remains that approximately 3,000,000 Californians are not utilizing restraint systems, and are therefore, at higher risk for death or injury, if involved in a collision.

A review of a small sample of CHP collision reports indicates that many of the motorists not using safety belts are out-of-state or out-of-county tourists, citizens whose second language is English, and younger and older drivers who may be less likely to wear their safety belt (younger drivers have no sense of mortality, while older drivers [60+] may believe since they didn't need it when they were younger, they don't need it now).

Persons considered "high-risk," (e.g., teens and those in the lower socioeconomic classes) remain involved in a disproportionate number of fatal and injury collisions. Also, the number of foreign-born immigrant populations continues to grow. This group requires special education and programs targeting the various languages.

The CHP "Innovative Project To Increase Seat Belt Use Rates" conducted research on non-use of seat belts. The findings disclosed that persons in California fail to use seat belts for three reasons: (1) they forget to buckle up, (2) they do not feel the seat belts are necessary for short trips, and (3) the seat belts are uncomfortable. A public information program was developed with the theme "Seat belts. Remember. Or be remembered." Billboards and bus ads in English and Spanish were produced which directly addressed each excuse. Also, radio and television messages were developed for Public Service Announcement's (PSAs) based on the theme. OTS will continue to use the theme and develop posters and pamphlets for future public information campaigns based upon preliminary positive public feedback on the messages.

An OTS Seat Belt Mini-grant program will fund local projects to conduct enforcement programs addressing the motorists who fail to buckle their safety belts. The grants will provide overtime for officers to specifically and solely enforce occupant protection laws. The

goal of the California Seat Belt Compliance Campaign (CSBCC) is to increase seat belt use statewide to 94 percent by June of 2004. This will be accomplished through the combined efforts of CHP, OTS, and local law enforcement. The CSBCC strategy is to focus public information and enforcement on persons who fail to use safety belts and child passenger safety seats during the Buckle Up America/Operation ABC national mobilizations in November 2003 and May 2004. OTS mini-grants will be awarded to local law enforcement agencies based upon the population of their cities. Over a million dollars will be distributed to law enforcement agencies to offset overtime and reporting costs for the November 17-30, 2003, mobilization period.

Child Passenger Safety (CPS)

California's child safety seat use rate is 85.6 percent. In February 2001, California received the nations only "A" grade by the National SAFE KIDS Campaign for its occupant protection laws and child safety seat use rate. At the same time, improper use has been estimated to be as high as 87 percent. Problems point to the growth of non-English speaking people immigrating into California and judicial leniency toward violators of the proper restraint of infants and toddlers. The California Department of Health Services will meet with the Judiciary to educate about the benefits and intent of occupant protection laws. They will also facilitate communication between the County Health Departments and Judiciary regarding these laws.

Child passenger safety remains a difficult topic to master because of the constant stream of new technical changes in applicable laws and regulations, and development of new products. California's focus is to reduce the child passenger safety restraint misuse rate. We will train NHTSA Child Passenger Safety technicians and instructors, but most of all, conduct child passenger safety restraint checkups, create fitting stations and educational presentations to address the misuse rate. A protocol created by the UC Berkeley Traffic Center will be used by local programs to (1) evaluate the impact of their activities on child safety use, (2) evaluate results to improve or modify the programs as needed, and (3) meet contractual evaluation requirements.

Research on the effectiveness of child safety seats has found them to reduce fatal injury by 71 percent for infants (less than 1 year old) and by 54 percent for toddlers (1-4 years old) in passenger cars. For infants and toddlers in light trucks, the corresponding reductions are 58 percent and 59 percent, respectively (NHTSA Occupant Protection Traffic Safety Facts 2000).

In 2002, 31 vehicle occupants under age four were killed and 2,915 were injured in motor vehicle collisions. In 2002, 58.1 percent of those children age 0-3, killed in traffic collisions, were not placed in child safety seat restraints.

When comparing 2001 and 2002, vehicle occupants under age four killed while not using safety seats decreased 0.5 percentage points (refer to figure 1).

CHILDREN UNDER AGE FOUR (VEHICLES OCCUPANTS) BY YEAR				
(Source: SWITRS Tables 4G and 4H)				
Figure 1				
YEAR	% KILLED NOT USING SAFETY SEATS	CHILD SAFETY SEAT USAGE RATES	AGE 0-3 KILLED	AGE 0-3 INJURED
1996	67.0%	85.6%	36	3,582
1997	82.4%	89.6%	34	2,992
1998	56.5%	85.8%	45	3,073
1999	71.8%	85.9%	39	2,855
2000	55.8%	87.4%	43	3,020
*2001	58.6%	87.6%	29	2,827
*2002	58.1%		31	2,915

*Provisional Data

Children under age four killed and injured as a percent of total killed and injured decreased since 1996. The figure below indicates a slight increase in children age 0-3 killed and injured as a percent of the total occupants killed and injured from 2001 to 2002 (refer to Figure 2).

PERCENT OF CHILDREN UNDER AGE FOUR (VEHICLE OCCUPANTS) KILLED AND INJURED BY YEAR		
(Source: SWITRS Tables 4G and 4H)		
Figure 2		
YEAR	CHILDREN AGE 0-3 KILLED AS A PERCENT OF TOTAL	CHILDREN AGE 0-3 INJURED AS A PERCENT OF TOTAL
1996	1.32	1.40
1997	1.40	1.24
1998	1.90	1.23
1999	1.57	1.14
2000	1.64	1.14
*2001	1.05	1.06
*2002	1.08	1.10

*Provisional Data

II. ACTION PLANS

An effective occupant protection program assures citizens are educated and motivated to use all available motor vehicle occupant protection systems at their disposal. A combination of legislative mandates, enforcement, public information campaigns, education, and incentives are necessary to achieve significant, lasting increases in occupant restraint usage.

Many programs are continued and planned with occupant incentive grants. These programs will address child passenger protection education programs, including booster seats, and will pilot new and innovative strategies for effectively implementing child passenger safety among low-income, culturally and linguistically diverse populations.

The purpose of the 405(a) incentive grant program is to reinforce key elements of a strategy to encourage states to enact and strengthen occupant protection laws and provide for the enforcement efforts related to the laws. The program will provide for NHTSA's Standardized Child Passenger Safety Training, the certification and re-certification program for the technician and instructor level candidates, continuing a statewide NHTSA CPS certified technician and instructor training system and provide for child passenger safety seat clinics and fitting stations throughout California. The Office of Traffic Safety, Department of Health Services, California Highway Patrol, and other selected agencies, will play an important role in implementing the NHTSA CPS Training system establishing different levels of training criterion, linking on-going education and training throughout the State, and disseminating new occupant restraint information on a continuing basis.

As child safety seat usage increases, the misuse continues among those children with disabilities and injuries, designated "special needs." Although California funds a program with participating public health care systems to educate and distribute low/no cost safety seats to people in need, particularly pediatric patients, special needs patients and foster children, a comprehensive hospital-based child safety seat education program needs to be developed with the curriculum and structure to meet the challenge of insuring that every infant and young child discharged from every medical institution is riding safely. This includes those children using conventional seats, as well as those requiring adaptive devices due to temporary or long-term conditions.

An on-going initiative is training pediatricians, nurses, Child Passenger Safety (CPS) Technicians, and other professionals about low-birth weight infant car beds. These car beds are designed to restrain infants whose weight is below the standard infant car seat requirement. The San Bernardino County Health Department and the Riverside County Injury Prevention Program conducted surveys of medical professionals at maternity wards in major hospitals. The survey results indicate a very low familiarity with occupant restraint for low birth weight infants among the professionals. In addition, OTS will increase knowledge and breadth of skill among California's CPS Technician base by conducting professional development courses on topics such as Kids N' Cars, Airbag Safety, Violator Education, Transporting Special Needs Children and School Bus Safety.

To achieve the greatest potential for reducing fatalities and injuries, OTS recommends grantees consider the following countermeasures when preparing their project agreements (*Note: The OTS "Blueprints" contain additional recommended "best practice" countermeasures*):

- To coordinate "High School Seat Belt Challenge" programs at local area high schools.
- To work closely with community based organizations to promote child safety use at both the neighborhood and community levels.
- To include educational outreach relative to the consequences of leaving children unattended in or around vehicles in all child passenger safety brochures, press releases, PSAs, and speaking opportunities.
- To urge the media to report occupant restraint usage as a part of every collision.

- To meet with local newspaper editorial boards to promote occupant protection articles.
- To promote occupant restraint messages that focus on death, separation from family and loved ones, and the grief suffered by those left behind.
- To establish a written and enforced mandatory seat belt policy for law enforcement personnel with sanctions for noncompliance.
- To provide funds to community-based organizations to implement child passenger safety programs which include the distribution of child safety seats.
- To establish child safety seat “fitting stations” to insure proper installation and instructions of occupant restraints in vehicles.
- To continue education and training by the NHTSA Standardized Child Passenger Safety Training Program.
- To work with local Safe Kids Coalitions to promote safety for young children and to reduce nonintentional injuries and fatalities relating to those areas of child safety seat compliance.
- To encourage participation in statewide and national Public Information and Education (PIE) campaigns and join with NHTSA to conduct the Buckle Up America Campaign, National Safe Kids Coalition “Give Kids a Boost” Campaign, National Child Passenger Awareness Week, and also conduct the Operation Mobilization Campaign.
- To provide information to the public about proper seating positions for children in air bag equipped motor vehicles.
- To promote correct child safety seat usage education to parents caretakers, police officers, health care providers, and other passenger safety advocates and professionals.
- To encourage teachers to assign letters to the editor, letters to parents, or essays on occupant protection.
- To increase occupant restraint enforcement operations and include information on correct usage as well as publicity to raise public awareness of the law and its enforcement.
- To urge judges to support strict enforcement of occupant protection laws and provides information at judge’s conferences and traffic adjudication workshops.
- To develop child safety seat low cost programs for “special needs” children, and provide health care professionals with education and access to the “special needs” child safety seats.
- To continue education to keep children aged 12 and under buckled in the back seat.
- To raise awareness of vehicle/child safety seat compatibility.
- To develop tools and strategies to assist local SB 1073 programs in working effectively

with their courts.

- To build the capacity of the 61 local health departments' SB 1073 programs to work effectively with the local courts, law enforcement, referral agencies, home and day care providers, preschools, hospital and clinic providers, schools, private industry, media, and community agencies.
- To continue a statewide child safety seat "spotter program" to report vehicles carrying unrestrained children.
- To assist with the development, coordination, implementation and evaluation of training for home and day care providers to provide information on how to train parents to utilize child safety seats and booster seats correctly.
- To incorporate Violator's Education Programs into adult education or related programs.
- To conduct child safety seat "checkups" to educate parents and caretakers on correct child safety seat usage.
- To develop child passenger restraint educational programs among multicultural and diverse ethnic populations.
- To educate parents, caretakers, police officers, health care providers, and other passenger safety advocates and professionals on the booster seat law.

III. TASKS

TASK 1 - PROGRAM DEVELOPMENT AND ADMINISTRATIVE COORDINATION

This task provides for the necessary staff time and expenses incurred by OTS that are directly related to the planning, development, coordination, monitoring, auditing, and evaluation of projects within this program area, and the preparation of the 2005 Highway Safety Plan. Funding is also provided in this task for the printing of brochures and pamphlets, distributing literature and media materials developed through successful projects, or obtained from other sources. Assistance is also provided under this task to individuals to attend and participate in technology transfer workshops, training sessions, or educational meetings or conferences.

TASK 2 - COMPREHENSIVE COMMUNITY OCCUPANT PROTECTION PROJECTS

These projects conducted by county health departments and school districts include activities with schools, churches, medical facilities, law enforcement, courts, media, civic groups, large and small businesses, governmental agencies, etc. These projects develop child safety seat programs that educate and train on the correct use of safety belts and child safety seats. Activities include: conducting media events, public information campaigns, child safety seat check ups, child safety seat and seat belt surveys, educational presentations, court diversion classes; disseminating educational literature; and distributing low cost or no cost child safety seats to low income families.

157	Project No.	Agency	OTS Funds	Agency Contribution
	OP0302	Calaveras County Health Services Agency	\$49,915	\$5,569
	OP0304	Fresno County Human Services System	\$38,704	\$69,336
	OP0312	Stanislaus County Health Services Agency	\$70,000	\$32,308
402	OP0404	Imperial County Department of Health	\$100,000	TBD
	OP0406	Los Angeles Unified School District	\$220,000	TBD
	OP0407	Madera County Public Health	\$67,362	TBD
	OP0408	Nevada County Community Health Department	\$63,511	TBD
	OP0410	Sacramento County Department of Health and Human Services	\$100,000	TBD
2003b	OP0310	Santa Barbara County Public Health Department	\$100,000	\$5,515
	OP0311	Solano County Health & Social Services	\$87,854	\$22,255

TASK 3 - ENFORCEMENT AND EDUCATION OCCUPANT PROTECTION PROJECTS

These projects conducted by law enforcement and fire personnel include enforcement and education to increase the use of safety belts and child safety seats. Activities include: conducting media events, public information campaigns, child safety seat checkups, child safety seat and seat belt surveys, educational presentations; disseminating educational literature; providing NHTSA Certified Child Passenger Safety Technician training; distributing low cost or no cost child safety seats to low income families; and serving as fitting stations.

157	Project No.	Agency	OTS Funds	Agency Contribution
	OP0306	Menlo Park Police Department	\$32,592	\$9,065
	OP0314	Palo Alto Police Department	\$31,122	\$150,444
163	OP0401	California Highway Patrol	\$399,000	TBD
402	OP0111	Fresno Police Department	\$21,086	\$53,258
	OP0403	Folsom Fire Department	\$12,000	TBD
	OP0405	City of Indio	\$25,000	\$3,000
405	OP0301	Burlingame Police Department	\$56,584	\$88,900
	OP0309	San Francisco Police Department	\$54,706	\$43,912
2003b	OP0308	San Diego Police Department	\$123,924	\$18,400
	OP0313	Tracy Fire Department	\$3,885	\$7,200

TASK 4 - STATEWIDE USAGE SURVEYS

163

OP0201 - CALIFORNIA STATE UNIVERSITY, FRESNO

Initiated in 2002, the current "Restraint Usage Surveys 2001-2003" project is continued into fiscal year 2004. This project provides funds for contractual services for research personnel, travel and supplies. Project activities include two spring surveys in 2002 and 2003 and one summer survey in 2003 to determine occupant restraint usage rates for autos, vans, and non-commercial pickup trucks on non-highway and highway roads. A probability sample, using NHTSA approved methodology, of 80 non-highway and 80 highway sites will be drawn along with a CHP sample of 113 highway sites. In addition, 100 additional sites will also be sampled using the same methodology. This sample will consist of groups with low seat belt usage rates in at least four areas of the State. Pre- and post-tests on these 100 sites will be made around the Thanksgiving and Memorial Day holidays. (\$10,269)

402

OP0402 - CALIFORNIA STATE UNIVERSITY, FRESNO

The new "Restraint Usage Surveys Project" is planned for fiscal year 2004. Two annual statewide surveys will be conducted in 2004 and 2005 to determine seat restraint usage rates of front seat occupants (and infant/toddlers in any seat) for autos, vans, and non-commercial pickup trucks on non-highway and highway roads. A probability sample, using NHTSA approved methodology, of 80 non-highway and 80 highway intersections will be made. A CHP sample using similar methodology and sampling of 113 highway sites will be incorporated in sampling procedures. One hundred additional sites will also be sampled using four areas of the state. Pre and post-tests on these 100 sites will be made around the Thanksgiving holiday in 2003. The results will be analyzed using the CARP surveys program and developed SPSS statistical programs using the criteria and statistical procedures approved by NHTSA. (\$171,464)

TASK 5 - STATEWIDE CHILD PASSENGER SAFETY TRAINING

405

OP0303 - CALIFORNIA DEPARTMENT OF HEALTH SERVICES

Initiated in 2003, the "Vehicle Occupant Safety Project: Building Occupant Safety Infrastructure Project" is continuing into fiscal year 2004. This project provides funds for personnel, travel, contractual services, program materials, education and training, and car seats. Project activities propose streamlining and coordinating a seamless system to train and support child passenger safety technicians and instructors, and provide NHTSA certified child passenger safety-training materials statewide. (\$524,535)

TASK 6 – INNOVATIVE PROJECTS TO INCREASE SEAT BELT USE

157b

The Section 157 Innovative Grant funds will provide for a public information and education campaign, mini grants for local law enforcement agencies, in-depth evaluation, and personnel to coordinate the California Seat Belt Compliance Campaign.

OP0210 - CALIFORNIA HIGHWAY PATROL

Initiated in fiscal year 2002, the current “California Seat Belt Compliance Campaign” project is continued into fiscal year 2004. The project provides funds for an extensive media campaign, which will be coordinated with the California Highway Patrol and local enforcement agencies. The effort will concentrate on the most difficult-to-reach motorists who have resisted using safety belts – what has been called “the last ten percent.” The goal of the project is to increase California’s usage rate to 94 percent. Reaching this goal requires changing the behavior of 1,015,000 people. (\$1,891,184)

TASK 7 – MINI-GRANTS TO INCREASE SEAT BELT USE

157b/405

The Office of Traffic Safety will solicit local projects to conduct enforcement programs addressing the 930,000 motorists who fail to buckle their safety belts. The goal of the project is to increase California’s usage rate to 94 percent. This task provides funds for overtime costs for local law enforcement agencies. In addition to the California Highway Patrol and local law enforcement’s existing commitment to enforcing seat belt and child safety laws, a network of mini grants is being developed, specifically focusing on noncompliant geo-demographic areas identified. A two-week-long wave of concentrated enforcement activity will be accompanied by a highly visible media campaign in November 2003. The maximum amount for each mini-grant will be based upon a city’s population: (\$2,450,745)

- 5,000 – 50,000 \$10,000
- 50,001 – 100,000 \$15,000
- 100,001 – 150,000 \$25,000
- 150,001 – 250,000 \$35,000
- OVER 250,001 \$50,000

An announcement regarding requests for mini-grants was issued on June 1, 2003 with a deadline of July 3, 2003. The mini-grants will only cover the November 2003 mobilization period, as it is uncertain at this time whether funding will be available for the May 2004 mobilization. Approved mini-grants as of November 15, 2003, are:

Project Number	City	County
IN40101	Livermore Police Department	Alameda County
IN40102	Pleasanton Police Department	Alameda County
IN40103	Fremont Police Department	Alameda County
IN40104	Oakland Police Department	Alameda County
IN40105	Union City Police Department	Alameda County
IN40401	Gridley-Biggs Police Department	Butte County
IN40501	Angels Camp Police Department	Calaveras County

Project Number	City	County
IN40601	Colusa Police Department	Colusa County
IN40701	Walnut Creek Police Department	Contra Costa County
IN40702	Kensington Police Department	Contra Costa County
IN40703	Martinez Police Department	Contra Costa County
IN40704	Concord Police Department	Contra Costa County
IN40705	Hercules Police Department	Contra Costa County
IN40901	South Lake Tahoe Police Department	El Dorado County
IN41001	Huron Police Department	Fresno County
IN41002	Fresno Police Department	Fresno County
IN41003	Sanger Police Department	Fresno County
IN41004	Selma Police Department	Fresno County
IN41005	Kingsburg Police Department	Fresno County
IN41101	Orland Police Department	Glenn County
IN41102	Willows Police Department	Glenn County
IN41202	Eureka Police Department	Humboldt County
IN41203	Fortuna Police Department	Humboldt County
IN41204	Arcata Police Department	Humboldt County
IN41301	Calexico Police Department	Imperial County
IN41302	Brawley Police Department	Imperial County
IN41303	Imperial Police Department	Imperial County
IN41304	El Centro Police Department	Imperial County
IN41401	Bishop Police Department	Inyo County
IN41501	Kern County Sheriff's Department	Kern County
IN41502	Delano Police Department	Kern County
IN41503	Bakersfield Police Department	Kern County
IN41504	Arvin Police Department	Kern County
IN41505	Ridgecrest Police Department	Kern County
IN41601	Hanford Police Department	Kings County
IN41801	Susanville Police Department	Lassen County
IN41901	San Gabriel Police Department	Los Angeles County
IN41902	Huntington Park Police Department	Los Angeles County
IN41903	Lancaster	Los Angeles County
IN41904	Lomita	Los Angeles County
IN41905	Montebello Police Department	Los Angeles County
IN41906	Monterey Park Police Department	Los Angeles County
IN41907	Redondo Beach Police Department	Los Angeles County
IN41908	Rancho Palos Verdes	Los Angeles County
IN41909	Rolling Hills Estates	Los Angeles County
IN41910	Torrance Police Department	Los Angeles County
IN41911	West Covina Police Department	Los Angeles County
IN41912	Norwalk	Los Angeles County
IN41913	San Fernando Police Department	Los Angeles County
IN41914	Manhattan Beach Police Department	Los Angeles County
IN41915	La Verne Police Department	Los Angeles County
IN41916	Claremont Police Department	Los Angeles County
IN41917	Gardena Police Department	Los Angeles County
IN41918	Irwindale Police Department	Los Angeles County
IN41919	Santa Clarita Valley Station	Los Angeles County

Project Number	City	County
IN41920	Bell Police Department	Los Angeles County
IN41921	Pomona Police Department	Los Angeles County
IN41922	Palmdale	Los Angeles County
IN41923	Downey Police Department	Los Angeles County
IN41924	Paramount	Los Angeles County
IN41925	Carson	Los Angeles County
IN41926	Maywood Police Department	Los Angeles County
IN41927	Sierra Madre Police Department	Los Angeles County
IN41928	Whittier Police Department	Los Angeles County
IN41929	Bellflower	Los Angeles County
IN41930	El Segundo Police Department	Los Angeles County
IN41931	Baldwin Park Police Department	Los Angeles County
IN41933	Glendale Police Department	Los Angeles County
IN41934	Long Beach	Los Angeles County
IN41935	Lynwood	Los Angeles County
IN41936	Hawthorne Police Department	Los Angeles County
IN41937	Santa Monica Police Department	Los Angeles County
IN41938	Glendora Police Department	Los Angeles County
IN41939	Commerce	Los Angeles County
IN42101	Ross Police Department	Marin County
IN42102	Sausalito Police Department	Marin County
IN42103	San Anselmo Police Department	Marin County
IN42401	Livingston Police Department	Merced County
IN42701	King City Police Department	Monterey County
IN42801	Napa Police Department	Napa County
IN43001	Costa Mesa Police Department	Orange County
IN43002	Mission Viejo	Orange County
IN43003	Rancho Santa Margarita Police Services	Orange County
IN43004	Westminster Police Department	Orange County
IN43005	Orange County Sheriff's Department	Orange County
IN43006	Laguna Niguel Police Services	Orange County
IN43007	La Palma Police Department	Orange County
IN43008	La Habra Police Department	Orange County
IN43010	Lake Forest Police Services	Orange County
IN43011	Newport Beach Police Department	Orange County
IN43012	Santa Ana Police Department	Orange County
IN43013	Laguna Hills Police Services	Orange County
IN43014	Laguna Beach Police Department	Orange County
IN43015	Fullerton Police Department	Orange County
IN43016	Huntington Beach Police Department	Orange County
IN43017	San Juan Capistrano Police Services	Orange County
IN43018	San Clemente Police Service	Orange County
IN43019	Orange Police Department	Orange County
IN43101	Auburn Police Department	Placer County
IN43102	Rocklin Police Department	Placer County
IN43103	Loomis	Placer County
IN43104	Colfax	Placer County
IN43301	Lake Elsinore Police Department	Riverside County
IN43302	Cathedral City Police	Riverside County

Project Number	City	County
	Department	
IN43303	Palm Springs Police Department	Riverside County
IN43304	Norco	Riverside County

IN43305	Banning Police Department	Riverside County
IN43306	Beaumont Police Department	Riverside County
IN43307	San Jacinto Police Department	Riverside County
IN43308	Riverside Police Department	Riverside County
IN43309	Moreno Valley Police Department	Riverside County
IN43310	Murrieta Police Department	Riverside County
IN43311	Perris Police Department	Riverside County
IN43312	Desert Hot Springs Police Department	Riverside County
IN43401	Citrus Heights Police Department	Sacramento County
IN43402	Folsom Police Department	Sacramento County
IN43403	Elk Grove Police Department	Sacramento County
IN43601	Fontana Police Department	San Bernardino County
IN43602	Victorville Police Department	San Bernardino County
IN43603	Rialto Police Department	San Bernardino County
IN43604	San Bernardino Police Department	San Bernardino County
IN43606	Redlands Police Department	San Bernardino County
IN43607	Apple Valley	San Bernardino County
IN43608	Adelanto Police Department	San Bernardino County
IN43609	Hesperia	San Bernardino County
IN43610	Twentynine Palms Police Department	San Bernardino County
IN43611	Upland Police Department	San Bernardino County
IN43612	Ontario Police Department	San Bernardino County
IN43613	Big Bear Lake Police Department	San Bernardino County
IN43614	Yucca Valley Police Department	San Bernardino County
IN43701	Lemon Grove Station	San Diego County
IN43702	Chula Vista Police Department	San Diego County
IN43703	National City Police Department	San Diego County
IN43704	La Mesa Police Department	San Diego County
IN43801	San Francisco Police Department	San Francisco County
IN43901	Manteca Police Department	San Joaquin County
IN43902	Ripon Police Department	San Joaquin County
IN43903	Lathrop Police Department	San Joaquin County
IN43904	Stockton Police Department	San Joaquin County
IN44001	El Paso de Robles Police Department	San Luis Obispo County
IN44002	Morro Bay Police Department	San Luis Obispo County
IN44101	San Bruno Police Department	San Mateo County
IN44102	San Carlos Police Department	San Mateo County
IN44103	Atherton Police Department	San Mateo County
IN44104	Daly City Police Department	San Mateo County
IN44105	Redwood City Police Department	San Mateo County
IN44106	Pacifica Police Department	San Mateo County
IN44107	Brisbane Police Department	San Mateo County
IN44108	Millbrae Police Department	San Mateo County
IN44109	Broadmoor Police Department	San Mateo County
IN44110	Belmont Police Department	San Mateo County
IN44201	Santa Barbara Police Department	Santa Barbara County
IN44202	Santa Maria Police Department	Santa Barbara County
IN44301	San Jose Police Department	Santa Clara County

IN44302	Mountain View Police Department	Santa Clara County
IN44303	Cupertino	Santa Clara County
IN44304	Los Altos Hills	Santa Clara County
IN44305	Saratoga	Santa Clara County
IN44306	Los Gatos Police Department	Santa Clara County
IN44401	Capitola Police Department	Santa Cruz County
IN44402	Santa Cruz Police Department	Santa Cruz County
IN44501	Redding Police Department	Shasta County
IN44701	Yreka Police Department	Siskiyou County
IN44801	Vacaville Police Department	Solano County
IN44802	Rio Vista Police Department	Solano County
IN44901	Healdsburg Police Department	Sonoma County
IN44902	Sebastopol Police Department	Sonoma County
IN44903	Cotati Police Department	Sonoma County
IN44904	Petaluma Police Department	Sonoma County
IN44905	Sonoma Police Department	Sonoma County
IN44906	Santa Rosa Police Department	Sonoma County
IN45001	Turlock Police Department	Stanislaus County
IN45002	Waterford Police Services	Stanislaus County
IN45003	Patterson Police Services	Stanislaus County
IN45004	Modesto Police Department	Stanislaus County
IN45005	Riverbank Police Services	Stanislaus County
IN45006	Newman Police Department	Stanislaus County
IN45101	Live Oak	Sutter County
IN45201	Red Bluff	Tehama County
IN45401	Lindsay Department of Public Safety	Tulare County
IN45402	Woodlake Police Department	Tulare County
IN45501	Sonora Police Department	Tuolumne County
IN45601	Oxnard Police Department	Ventura County
IN45701	West Sacramento Police Department	Yolo County
IN45801	Marysville Police Department	Yuba County

**FISCAL YEAR 2004 PROGRAM FUNDING
(OCCUPANT PROTECTION)**

Task	Title		Major Cost Items					
1	Program Development and Administrative Coordination		Personnel and Operating Expenses					
2	Comprehensive Community Occupant Protection Projects		Personnel Costs, Travel, Contractual Services, Safety Seats, Bicycle Helmets, TV/VCR, Training Costs					
3	Enforcement and Education Occupant Protection Projects		Personnel Costs, Contractual Services, Car Seats, Equipment, Training Costs					
4	Statewide Usage Surveys		Personnel, Operating Expenses					
5	Statewide Child Passenger Safety Training		Personnel Costs, Operating Expenses, Child Safety Seats, Contractual Services, Travel, Printing, Facilities, Equipment, Training Costs					

Program Code	Task No/ Agency	Funding Sources/Codes						Estimated Agency Contribution
		157	163	402	405	157b	2003b	
OP	1 Local	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
	State	\$0.00	\$0.00	\$179,715.00	\$0.00	\$0.00	\$0.00	\$0.00
OP	2 Local	\$158,619.00	\$0.00	\$550,873.00	\$0.00	\$0.00	\$187,854.00	\$134,983.00
	State	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
OP	3 Local	\$63,714.00	\$0.00	\$58,086.00	\$111,290.00	\$0.00	\$127,809.00	\$374,179.00
	State	\$0.00	\$399,000.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
OP	4 Local	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
	State	\$0.00	\$10,269.00	\$171,464.00	\$0.00	\$0.00	\$0.00	\$1,698.00
OP	5 Local	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
	State	\$0.00	\$0.00	\$0.00	\$524,535.00	\$0.00	\$0.00	\$73,600.00

**FISCAL YEAR 2004 PROGRAM FUNDING
(OCCUPANT PROTECTION)**

Task	Title		Major Cost Items					
6	Innovative Project to Increase Seat Belt Use Rate		Personnel Costs, Contractual Services					
7	Innovative Mini Grants to Increase Seat Belt Use Rate		Personnel Costs, Contractual Services, and Educational Materials					
Program Code	Task No/ Agency	Funding Sources/Codes						Estimated Agency Contribution
		157	163	402	405	157b	2003b	
OP	6 Local	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	0.00
	State	\$0.00	\$0.00	\$0.00	\$0.00	\$1,891,184.00	\$0.00	212,642.00
OP	7 Local	\$0.00	\$0.00	\$0.00	\$1,240,745.00	\$1,210,000.00	\$0.00	\$0.00
	State	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
PSP TOTALS								
LOCAL:		\$222,333.00	\$0.00	\$608,959.00	\$1,352,035.00	\$1,210,000.00	\$315,663.00	\$509,162.00
STATE:		\$0.00	\$409,269.00	\$351,179.00	\$524,535.00	\$1,891,184.00	\$0.00	\$287,940.00

PUBLIC RELATIONS, ADVERTISING AND MARKETING

I. PROGRAM OVERVIEW

The Office of Traffic Safety Public Affairs division employs one Public Relations contractor to assist the office's marketing, advertising and media relations outreach. Ogilvy Public Relations Worldwide provides assistance and expertise ranging from issue-specific campaigns (Drunk and Drugged Driving Preparedness Month, Child Passenger Safety Week, and, OTS Sports and Entertainment Marketing) to rural and regional activities.

II. ACTION PLAN

Given the rise in alcohol-related injuries and fatalities over the past four years, the Office of Traffic Safety will focus a considerable effort on Driving Under the Influence (DUI) and increasing seat belt usage awareness. OTS will step-up its approach to meet this mission by utilizing the following elements: 1) publicizing the use of traditional and new technology-based tools to communicate and leverage California's resources; 2) education at the community level to reach the state's diverse populations; and 3) continued traffic safety messaging targeting under-represented groups and the general population. This will be done with target advertising and marketing involving print and broadcast advertising, and, paid media coverage.

III. TASKS

TASK 1 - PUBLIC RELATIONS (\$508,000)

157

OTS TRACKS

OTS Tracks has taken on a distinctively different look over the past year. The publication is now a 4-color quarterly, with editorial content that focuses on DUI, seat belt issues, and pertinent information and news from the extensive OTS network of grantees. With a readership of more than 7,000, the publication is also available online and electronically sent to traffic safety practitioners and advocates. Media, government officials, and community-based organizations. For the first time, the newsletter won a Silver Award for Excellence in 2003 by the California State Information Officers Council.

OTS WEB SITE

More than 37,000 visitors perused the OTS Web site during the first quarter of 2003, nearly double the number of visitors reporter a year earlier. The site contains regular updates on all the latest campaigns (current and past), statistical and research data, capsules of upcoming conferences, media events and various projects throughout the state. The site also provides topical information on the statewide grants process, updates on Reauthorization, and links to the latest reports and publications.

The OTS Kids Site was expanded in 2003 to include more variables for youths, teens and adults. The Know *How to Go* game tests a player's knowledge on traffic safety, and is available in English and Spanish languages.

MEDIA RELATIONS

OTS Public Affairs plans, develops and implements media relations activities to support the office's expanded traffic safety programs. Press events and media relations activities will be executed using a variety of mediums, including: development of collateral materials to celebrate California's diversity (including Spanish); coordination of grantee media events; interview with print, broadcast and internet media; development of press kits and associated collateral including press releases, advisories, fact sheets, brochures, news conference planning and coordination; feature story placement and opinion-editorials.

GRANTEE SUPPORT

Integrating media into all grant programs on the local level is key goal and objective in OTS Public Affairs. The office routinely assists grantees in the execution of media events, framing key messages, and arranging media interviews. In addition, OTS Public Affairs directs the message on news releases and op/eds penned by local grantees and community-based organizations.

TRAFFIC ALLIANCE FOR A SAFER CALIFORNIA (TASC)

OTS facilitates an established cross section of groups and organizations that share a common bond of interest in traffic safety through TASC. Activities include networking and information sharing, annual meetings, development of an annual product such as a special event and/or study and providing members as resources for local community/business outreach.

MISCELLANEOUS PUBLIC RELATIONS SUPPORT

157(b)

OP0210 - CALIFORNIA HIGHWAY PATROL

In fiscal year 2004, the California Highway Patrol, Office of Traffic Safety, and local law enforcement agencies will jointly begin the second phase of the \$4.5 million California Seatbelt Compliance Campaign (CSCC), designed to boost statewide seat belt usage rate to 94 percent by June 2004. The campaign includes two weeks in November 2003 as part of the semiannual ABC Buckle Up America mobilization nationwide. Approximately \$2.5 million was applied to 189 local mini-grants; the remaining \$2 million used for a 4-week statewide public awareness effort to get the word out.

TASK 2 - PAID ADVERTISING (\$325,000)

157

CAMPAIGNS

Campaign activities under development by OTS Public Affairs include the following: Driving Under the Influence, Pedestrian and Bicycle Safety, Occupant Protection and Driver Behavior. Other campaign activities include media relations, paid advertising to include radio, print, and television, community outreach and involvement, annual events (awareness months, partnership development, collateral and promotional development, tours and co-promotional events). All campaigns will reflect California's diverse population.

The following table reflects projects with paid media in their budgets:

PROJECT NO.	AGENCY	FUND
AL0112	EUREKA PD	402
AL0117	FRESNO	402
AL0120	ROSEVILLE PD	164AL
AL0204	REDDING	164AL
AL0211	SAN RAFAEL	410
AL0218	SANTA CLARA CO	410
AL0228	SACRAMENTO CO SUPERIOR COURT	157
AL0229	CHP	164AL
AL0308	CSU, FRESNO	164AL
AL0312	DALY CITY PD	164AL
AL0316	EUREKA PD	164AL
AL0369	SAN DIEGO PD	164AL
AL0390	REGENTS OF UC DAVIS	164AL
CB0109	CALTRANS	402
CB0203	MERCED CO	157
OP0210	CHP	157b
OP0314	PALO ALTO PD	157
PS0113	LOS ANGELES DOT	402
PT0135	SAN DIEGO STATE UNIVERSITY	402
RS0301	CALTRANS	163

TASK 3 - MARKETING (\$189,000)

157

PARTNERSHIPS

OTS has an established track record of developing successful partnerships to raise awareness of important traffic safety issues. OTS partners represent a variety of community-based organizations, local, regional and state government agencies and, business and industry.

OTS' strategic partnerships are designed to augment resources, extend outreach to diverse audiences and at-risk communities, and extend marketing opportunities. Past partners have supported Teen anti-DUI programs, child passenger safety, safety belt use, and bicycle and pedestrian issues, to name a few. OTS will build upon existing partnerships and forge new alliances to support and facilitate its own conferences, meetings and community events (i.e., OTS Summit, Police Traffic Services). OTS also will use and build partner relationships to support other state and national traffic safety conferences, such as Lifesavers and the National Association of Governors Highway Safety Representatives, International Association of Chiefs of Police, and, special events.

SPORTS AND ENTERTAINMENT MARKETING

During 2003, OTS expanded its Sports Marketing program to include entertainment venues. The new program features eight venues that include professional hockey, soccer, baseball and, concert entertainment at the Sleep Train Amphitheatre. Venues include the following: San Jose CyberRays (soccer/June 8); Los Angeles Galaxy (soccer/July 9); Sacramento River Cats (baseball/July 22); Dave Mathews (concert entertainment/July 30); Anaheim Angels (baseball/August 11); Bakersfield Condors (hockey/TBA); and, San Diego Gulls (hockey/TBA).

**FISCAL YEAR 2004 PROGRAM FUNDING
(PUBLIC RELATIONS, ADVERTISING AND MARKETING)**

Task	Title				Major Cost Items			
1	Public Relations				Contractual Services			
2	Paid Advertising				Contractual Services			
3	Marketing				Contractual Services			
Program Code	Task No/ Agency	Funding Sources/Codes						Estimated Agency Contribution
		157	163	402	405	410	411	
VAR	1 Local	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
	State	\$508,000.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
PM	2 Local	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
	State	\$325,000.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
VAR	3 Local	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
	State	\$189,000.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
PSP TOTALS								
	LOCAL:	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
	STATE:	\$1,022,000.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00

PEDESTRIAN AND BICYCLE SAFETY

I. PROGRAM OVERVIEW

Pedestrian Safety

In 2002, a total of 14,377 pedestrians were injured and 702 were killed statewide. Pedestrian safety is challenged by other common primary collision factors such as speeding, impaired driving, driver distractions, red light running and aggressive driving. Also, as illegal street racing and police pursuits are on the rise, pedestrians are more vulnerable than ever in the streets and roads of California.

- Pedestrians represent 17.0 percent of all fatalities and 4.7 percent of all injuries.
- 21 percent of all 15,079 pedestrian victims were between the ages of 5-14.
- 10.1 percent of all pedestrian victims were 65 years of age or older.
- The age group most affected by injuries as pedestrians was the 5-14 years of age bracket with a total of 3,169 victims statewide (22.1 percent of all injured pedestrian victims). Among children age 14 and younger who are struck by vehicles, almost eight of ten incidents occur during daylight hours, dawn to dusk. Most child-pedestrian mishaps occur on residential streets within a short distance of the victim's home and/or school.
- The age group most affected by fatalities as pedestrians was the 35-44 years of age bracket with a total of 110 victims statewide (15.7 percent of all fatal pedestrian victims).
- The need to continue the efforts to address pedestrian safety among populations for which English is not their first language is alarming. In some communities, almost 100 percent of the pedestrian victims are non-English speakers. The last census showed a dramatic change in demographics in the last ten years, resulting in an increase in pedestrian population unfamiliar with the rules of the road, signage, and traffic management systems.
- School zones have been identified as danger zones for aggressive driving habits and behaviors. Communities have taken ownership of these areas by partnering with law enforcement, school officials, community based organizations, advocacy groups, parent-teacher associations, engineers and others to increase safety around local schools and decrease the alarming number of children who are killed or injured on their way to and from school.
- The new technology geared toward increased pedestrian safety warrants testing, implementation and evaluation. The efficiency of these devices is identified in some of the funded programs. The strategy toward pedestrian safety includes active school zone signs and in-pavement lighted crosswalks.

VICTIMS	1996	1997	1998	1999	2000	2001	2002
TOTAL VICTIMS							
Killed	3,972	3,671	3,459	3,559	3,730	3,926	4,136
Injured	300,106	284,871	290,698	288,727	303,023	305,907	309,407
TOTAL PEDESTRIANS							
Killed	795	782	698	688	689	721	702
<i>Percent of Total Persons Killed</i>	20.02%	21.30%	20.18%	19.33%	18.5%	18.37%	16.97%
Injured	16,011	14,988	14,660	14,346	14,506	14,545	14,377
<i>Percent of Total Persons Injured</i>	5.34%	5.26%	5.04%	4.97%	4.8%	4.76%	4.65%
PEDESTRIANS UNDER 15 YEARS OF AGE							
Killed	90	84	55	86	64	72	60
<i>Percent of Total Persons Killed</i>	2.27%	2.29%	1.59%	2.42%	1.72%	1.83%	1.45%
Injured	5,156	4,666	4,407	4,231	4,310	4,161	3,980
<i>Percent of Total Persons Injured</i>	1.72%	1.64%	1.52%	1.47%	1.43%	1.36%	1.29%
PEDESTRIANS 65+							
Killed	190	207	179	151	186	179	172
<i>Percent of Total Persons Killed</i>	4.78%	5.64%	5.17%	4.24%	4.99%	4.56%	4.16%
Injured	1,393	1,386	1,332	1,320	1,337	1,320	1,353
<i>Percent of Total Persons Injured</i>	0.46%	0.49%	0.46%	0.46%	0.45%	0.43%	0.44%

Bicycle Safety

Following the rules of the roads while riding a bicycle may increase the chances of avoiding traffic collisions with vehicles. But the best way to prevent serious head injury in any bicycle, skateboard, scooter and skates is by properly using a safety helmet. It is known that safety equipment compliance is not consistent among youth, and not required for adults, which makes the job of traffic safety educators and enforcers more intense and challenging to decrease the chances for youth to get injured or killed in traffic collisions. Successful bicycle safety education programs throughout California focusing on the use of safety equipment and the compliance of the rules of road by children are vital for the improvement of the statewide quality of life.

- Bicyclists represent three percent of all fatalities and 3.7 percent of all injuries.
- 26.9 percent of bicyclists killed and injured were under age 15.

- Adults continue to represent a significant segment of the population “at-risk” for injury in a collision. Environmental issues, health concerns and increased traffic congestion have driven many communities and individuals to emphasize alternative means of commuting. Programs originated by employers, environmental groups, the healthcare community, and others encourage cycling among adults. As a result, it is not uncommon to find more adults riding bicycles.

The need to continue developing safety programs that emphasize consistent use of safety equipment and safer cycling skills will continue to exist. According to the Center for Disease Control, bicycle helmets are the single most effective tools against sustaining a head injury in a bicycle versus vehicle collision.

VICTIMS	1996	1997	1998	1999	2000	2001	2002
TOTAL VICTIMS							
Killed	3,972	3,671	3,459	3,559	3,730	3,926	4,136
Injured	300,106	284,871	290,698	288,727	303,023	305,907	309,407
TOTAL BICYCLISTS							
Killed	128	115	107	118	116	116	125
<i>Percent of Total Persons Killed</i>	3.22%	3.13%	3.09%	3.32%	3.11%	2.96%	3.02%
Injured	12,574	13,441	12,152	12,254	12,145	11,412	11,462
<i>Percent of Total Persons Injured</i>	4.19%	4.72%	4.18%	4.24%	4.01%	3.73%	3.70%
BICYCLISTS UNDER 15 YEARS OF AGE							
Killed	22	18	15	11	21	11	19
<i>Percent of Total Persons Killed</i>	0.55%	0.49%	0.43%	0.31%	0.57%	0.28%	0.46%
Injured	3,772	3,909	3,410	3,555	3,224	2,725	3,080
<i>Percent of Total Persons Injured</i>	1.26%	1.37%	1.17%	1.23%	1.07%	0.89%	1.00%

II. ACTION PLANS

California’s changing demographics require multicultural educational programs involving community-based organizations to guide and facilitate the programs for increased effectiveness and direct impact on the people served. Programs funded by OTS employ the strategies of targeting neighborhoods by empowering the community to form partnerships toward traffic safety endeavors.

Law enforcement agencies continue to be encouraged to enforce the California safety helmet law on children under 18 years of age in an effort to obtain increased compliance. Several communities offer the option to send the cited youth to a court diversion class for an additional opportunity to educate the violator and his/her parent or guardian on the importance of the safety helmet and the rules of the road.

The following countermeasures are recommended to achieve the greatest potential for reducing fatalities and injuries:

Public Information and Education

- To involve community based organizations to promote bicycle and pedestrian safety education.
- To recognize the groups at-risk, develop programs to target the age group and/or cultural backgrounds with disproportionate number of incidents within a community creating group-specific public information pieces and educational materials.
- To promote safety helmet use for all bicyclists, skateboarders and scooter riders, regardless of age.
- To promote safe practices while walking or riding a bicycle, especially for those children walking or bicycling to and from school.
- To emphasize traffic safety at school zones for pedestrians and motorists.
- To promote multi-cultural traffic safety compliance campaigns targeting bicyclists, pedestrians, and motorists.
- To continue the partnerships with the United States Air Force Thunderbirds and United States Navy Blue Angels for promoting bicycle helmet usage.

Enforcement

- To establish policies and procedures concerning pedestrian law enforcement within local agencies targeting motorists and pedestrians equally.
- To promote the enforcement of the bicycle helmet and pedestrian laws.
- To implement court diversion classes for safety helmet law violators.
- To establish programs with special enforcement operations to deter speeding and violations of pedestrian laws in the community.
- To develop programs to specifically target senior citizens and children, as well as multicultural approaches within a community.

Health and Medical

- To promote preventive traffic safety programs through health care providers such as social workers, emergency services providers and doctors.
- To increase awareness in the medical and nursing communities regarding special disorders affecting performance in older pedestrians.
- To relay information to parents about the dangers that a child faces in traffic whether the child is in a vehicle, on a bicycle or as a pedestrian.

- To provide workshops and in-service training for medical personnel on new laws and the proper use of safety equipment.
- To promote the establishment of a Bicycle Safety Education Fund at the county level, as provided under Vehicle Code Section 21212 (f).

School and Community Programs

- To promote the implementation of safety helmet distribution programs for disadvantaged youth.
- To train children and parents on the proper fitting of safety helmets.
- To promote interactive educational programs that increase pedestrian and bicyclist skills and helmet compliance.
- To develop safety informational materials tailored for parents and for a multicultural audience.

Engineering Programs

- To encourage engineers to consider traffic calming devices.
- To identify causes of pedestrian or bicycle crashes through the improvement of the collection of data regarding pedestrian involved crashes.
- To promote the design of pedestrian and bicycle friendly environments.
- To encourage engineers to join a traffic safety committee with their local law enforcement agencies.
- To install new technology devices to increase awareness among motorists of the presence of pedestrians on the road as well as the presence of children around school zones.

Special Populations

- To identify the challenges of targeted audiences and adapt programs to their needs.

III. Tasks

TASK 1 - PROGRAM DEVELOPMENT AND ADMINISTRATIVE COORDINATION

This task provides for the necessary staff time and expenses incurred by OTS that are directly related to the planning, development, coordination, monitoring, auditing, and evaluation of projects within this program area, and the preparation of the 2005 Highway Safety Plan. Funding is also provided in this task for the printing of brochures and pamphlets, distributing literature and media materials developed through successful projects, or obtained from other sources. Assistance is also provided under this task to individuals to attend and participate in technology transfer workshops, training sessions, or educational meetings or conferences.

TASK 2 - PEDESTRIAN AND BICYCLE SAFETY PROGRAMS

This task provides funds for projects that target bicycle and pedestrian safety through the school system and local communities. Activities to be conducted for these projects include traffic safety rodeos at school sites and community forums; student, parent and senior workshops on traffic safety; public awareness campaigns (public service announcements, billboards, pamphlets, etc.); helmet distribution programs; bicycle and pedestrian diversion alternatives for cited youth; and increased enforcement around schools and in high pedestrian collision areas. The main goals of these projects are to decrease the number of traffic collisions involving bicyclists and pedestrians, and to increase public awareness of traffic safety practices for pedestrians, bicyclists and motorists.

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Project	Agency	TARGET AUDIENCE			ACTIVITIES			2004 Funds
		Youth	Seniors	General	Rodeos Workshops	Helmets	Public Information/Multicultural	
PS0310	Lodi	Yes	Yes	No	Yes	Yes	Yes	\$27,509
PS0314	Oakland	Yes	No	No	Yes	Yes	No/Yes	\$44,465
PS0409	Lancaster	Yes	No	No	Yes	No	No/No	\$30,000
PS0415	Riverside	Yes	No	No	No	Yes	No/Yes	\$75,000
PS0416	Sacramento	Yes	Yes	Yes	Yes	Yes	Yes/Yes	\$77,250
PS0422	Tulare	Yes	No	No	Yes	Yes	Yes	\$209,648

TASK 3 - PEDESTRIAN AND BICYCLE SAFETY PROGRAMS FOR POPULATIONS AT RISK

These bicycle and pedestrian safety programs will target populations at most risk. Activities for these projects include traffic safety rodeos, school assemblies, workshops, multilingual public information and awareness efforts, incentives/promotional items, distribution of safety helmets, and selective enforcement.

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Project	Agency	Target Populations At Risk	Rodeos/ Workshops	Equipment	Multicultural Public Information	2004 Funds
PS0401	Alhambra PD	Asian & Latino (pedestrians)	Yes	1 Motorcycle Trailer 1 Radar Trailer 1 Color Plotter	Yes (posters/media)	\$110,000
PS0413	Monterey PD	Seniors	Yes	1 Radar Message Trailer	Yes (PSAs)	\$35,000

TASK 4 - COMPREHENSIVE TRAFFIC SAFETY PROGRAMS

Programs exercising multiple approaches in addressing more than one traffic safety need are listed under this task. These include media activity, traffic safety rodeos, presentations, and enforcement geared to more than one traffic safety area.

PS0414 - POMONA POLICE DEPARTMENT

A new "Pedestrian Safety and Education" project is planned for fiscal year 2004. The project provides funds for overtime personnel, educational material and promotional items. Project activities include enforcement of speed and pedestrian laws in and around school zones as well as high pedestrian collision segments. In addition, educational presentations will be given to the local schools. The primary goal of this project is to decrease the number of pedestrian killed and injured due to vehicle collisions. (\$58,500)

PS0423 - SANTA CLARA COUNTY

A new "Comprehensive Pedestrian, Bicycle, and Intersection Safety Program" is planned for fiscal year 2004. The project provides funds for personnel, contractual services, travel expenses, promotional materials, and a public information campaign. Project activities include educational presentations, public information campaigns, and to distribute and properly fit safety helmets. The goals of the project include increasing safety helmet compliance, decreasing the number of bicyclists killed and injured in traffic collisions, and decreasing the number of pedestrians killed and injured in traffic collisions. (\$160,000)

PS0209 - CHOWCHILLA POLICE DEPARTMENT

Initiated in fiscal year 2002, the "Safe Kids Campaign" is continued into fiscal year 2004. The project will provide funds for bicycle helmets, bicycle rodeo training, and educational and promotional items. The goal of this project is to increase bicycle helmet compliance rate for children under age 18 by 50 percent. (\$0)

PS0212 - TEMPLE CITY

Initiated in fiscal year 2002, the "Temple City's Comprehensive Traffic Safety Program" is continued into fiscal year 2004. The project provides funds for traffic safety rodeos, a police bicycle and printed bilingual materials. The goal of this program is to reduce hit and run collisions and incidents involving bicyclists and pedestrians. (\$1,400)

TASK 5 - STATEWIDE BICYCLE AND PEDESTRIAN SAFETY PROGRAMS

These programs endeavor is to enhance bicycle and pedestrian safety throughout the State.

PS0302 - CALIFORNIA HIGHWAY PATROL

Initiated in fiscal year 2003, the "Pedestrian Corridor Safety Program Phase IV" is continued into fiscal year 2004. The project comprises of a statewide effort to reduce pedestrian-involved fatal and injury collisions on two selected corridors. Project activities include both a public awareness campaign and enhanced enforcement aimed at reducing fatal and injury collisions on two corridors. A local task force has been formed for each corridor to identify at least four factors negatively impacting pedestrian safety on the respective corridor and to identify potential short- and/or long-term solutions. Once the potential solutions are identified, the task forces will work to implement at least two of the solutions on each of the corridors. (\$189,248 for local benefit)

PS0303 - SAN DIEGO STATE UNIVERSITY

Initiated in fiscal year 2003, the "Implementation of Older Adults and Traffic Safety Task Force Recommendation Program" is continued into fiscal year 2004. The project provides funds for personnel, travel, meeting room space, printing and postage. Project activities include selecting and prioritizing recommendations from the California Strategic Framework for Traffic Safety Among Older Adults report and developing a statewide implementation plan for these recommendations. The California Highway Patrol is acting as the lead agency to coordinate other state agencies to implement these recommendations statewide. The goal of this project is to develop strategies for reducing traffic-related injuries among older Californians and to lay the groundwork for implementing these strategies. (\$33,381)

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PS0006 - CALIFORNIA DEPARTMENT OF TRANSPORTATION

Initiated in fiscal year 2000, the "Statewide Pedestrian Safety Committee Program" is continued into fiscal year 2004. This project seeks to implement the recommendations issued by the Statewide Pedestrian Safety Task Force. Based upon the information developed, a Pedestrian Best Practices/Guidelines handbook was created and a Pedestrian Safety Coordinator within Caltrans was established. Also, a training curriculum from the Best Practices Guidelines is the basis for an established instruction for Caltrans personnel. (\$100,000)

PS0404 - CALIFORNIA HIGHWAY PATROL

The new "Pedestrian Corridor Safety Program, Phase V" is scheduled to start in fiscal year 2004. The goal of this statewide project is to reduce pedestrian-involved fatal and injury collisions on one selected corridor. Project activities include both a public awareness campaign and enhanced enforcement directed at reducing collisions on one corridor to be selected. A local task force will convene for the corridor to identify at least four factors negatively impacting pedestrian safety on the respective corridor, and to identify potential short-and/or long-term solutions. Once the potential solutions are identified, the task force will work to implement at least two of the solutions on the corridor. (\$75,000 for local benefit)

TASK 6 - EQUIPMENT PROGRAMS

Programs under this task will provide equipment with the overall goal of reducing the number of fatal and injury collisions involving pedestrians in their jurisdictions.

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PROJECT	AGENCY	PROPERTY FUNDED	2004 FUNDS
PS0301	Berkeley	7 Lighted Crosswalks	\$68,500
PS0304	Colton PD	Lighted Crosswalk	\$0
PS0305	Costa Mesa PD	Lighted Crosswalk	\$0
PS0307	Garden Grove	Lighted Crosswalk 10 Active School Zone Sign	\$0
PS0315	Redlands PD	Lighted Crosswalk	\$34,500
PS0317	Sunnyvale	Lighted Crosswalk	\$0
PS0318	Whittier	3 Lighted Crosswalks 10 Active School Zone Sign	\$0
PS0406	Eureka DPW	2 Lighted Crosswalks	\$30,000
PS0407	Fairfield	2 Lighted Crosswalks	\$67,000
PS0419	San Francisco	5 Solar Powered Speed Limit	\$117,235

		Signs	
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PROJECT	AGENCY	PROPERTY FUNDED	2004 FUNDS
PS0402	Atwater	1 Lighted Crosswalk	\$30,000
PS0405	El Monte	5 Lighted Crosswalks	\$100,000
PS0408	La Cañada Flintridge	2 Lighted Crosswalks	\$20,000
PS0410	Lemoore	2 Lighted Crosswalks	\$41,500
PS0411	Los Angeles	20 Lighted Crosswalks	\$400,000
PS0412	Modesto	3 Lighted Crosswalks	\$60,000
PS0420	San Rafael	1 Lighted Crosswalk	\$21,500
PS0421	Mammoth Lakes	1 Lighted Crosswalk	\$30,000

TASK 7 - ENHANCED TRAFFIC SAFETY ANALYSIS

These programs provide data analysis of traffic patterns to develop traffic safety strategies for safer walkable and cycling communities.

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PS0417 - SAN DIEGO STATE UNIVERSITY

A new "Improving Pedestrian Safety in San Diego County Program" is planned for fiscal year 2004. This project will provide funds to conduct safety analyses and provide pedestrian safety solutions for communities in San Diego County. Statewide safety data, local community safety data, on-site analysis, and input from local law enforcement, city engineering, and school districts will be used to develop these solutions. (\$113,215 for local benefit)

PS0008 - CALIFORNIA DEPARTMENT OF TRANSPORTATION

Initiated in fiscal year 2000, the "Technology for Bicycle and Pedestrian Detection Program" is continued into fiscal year 2004. The project provides funds for personnel, travel, contractual services and operating expenses. Project activities include the installation of video detection equipment at 37 signalized intersections in designated areas to facilitate the crossing of bicyclists and pedestrians, and a study to determine the effectiveness of the system. The goal of this project is to facilitate the crossing of bicyclists and pedestrians in an efficient, safe and timely manner. (\$1,840,000 for local benefit) (Q08)

TASK 8 - BICYCLE AND PEDESTRIAN SAFETY SOCIAL MARKETING CAMPAIGNS

Projects funded under this task will develop and implement social marketing campaigns designed to promote bicycle and pedestrian safety, and increase overall traffic safety awareness.

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PS0311 - LOS ANGELES COUNTY

Initiated in fiscal year 2003, the "Pedestrian Safety Social Marketing (PSSM) Campaign" is continued into fiscal year 2004. This project provides funds to contract with a public relations and advertising firm to carryout messages to encourage safe pedestrian practices

and

vehicle driver behaviors. Effective marketing and advertising plans and strategies will be designed for the young audience via various media sources throughout Los Angeles County. Multilanguage media will be facilitated where the need is identified. (\$226,500)

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PS0037 - CALIFORNIA DEPARTMENT OF TRANSPORTATION

Initiated in fiscal year 2000, the "Statewide Public Information and Education Traffic Safety Campaign" is continued into fiscal year 2004. This project provided for aggressive multi-media, multi-agency traffic safety campaigns. Through a contract awarded to a public relations firm, the focus of this program was to implement statewide public awareness campaigns for pedestrian and bicycle safety, rumble strip awareness and crash reduction systems. The project will include designing and developing campaign materials; mass producing and distributing various outreach media, including but not limited to pamphlets, fact sheets, bumper stickers, public service announcements, news releases for print and video, billboards, public events and workshops. The project goal is to improve public safety and awareness, and reduce the number of fatal and injury crashes in the state by implementing educational campaigns on various traffic safety subjects. (\$0)

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PS0113 - LOS ANGELES DEPARTMENT OF TRANSPORTATION

Initiated in fiscal year 2001, the "Pedestrian Safety Campaign for Targeted Neighborhoods" is continued into fiscal year 2004. This project provides funds for personnel and contractual services. Project activities include the development of a campaign to increase the awareness and practice of proper driving and walking behaviors conducive to pedestrian safety at targeted locations within the city of Los Angeles. The goal of this project is to decrease the number of traffic collisions involving pedestrians. (\$3,000)

**FISCAL YEAR 2004 PROGRAM FUNDING
(PEDESTRIAN/BICYCLE SAFETY PROGRAMS)**

Task	Title		Major Cost Items					
1	Program Development and Administrative Coordination		Personnel and Operating Expenses					
2	Pedestrian and Bicycle Safety Programs		Personnel, Educational Materials, Travel, Office Expenses, Bicycle Rodeos, Curriculum Development, Survey and Evaluation, Bicycle Helmets					
3	Pedestrian and Bicycle Safety Programs for Populations at Risk		Personnel, Bicycle Rodeos, Educational Materials, Promotional, Travel, Bicycle Helmets, Software, PI&E Campaigns					
4	Comprehensive Traffic Safety Programs		Personnel, Educational Materials, Bicycle Events & Rodeos, Training, Helmets, Promotional, PI&E Campaigns, Translation, Computer Equipment, Speed Trailer and Radar					
5	Statewide Bicycle and Pedestrian Safety Programs		Personnel, Travel, Brochures, Indirect Costs					
Program Code	Task No/ Agency	Funding Sources/Codes						Estimated Agency Contribution
		157	163	402	405	410	411	
PS	1 Local	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
	State	\$0.00	\$0.00	\$229,439.00	\$0.00	\$0.00	\$0.00	\$0.00
PS	2 Local	\$463,872.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$90,909.00
	State	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
PS	3 Local	\$145,000.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
	State	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
PS	4 Local	\$218,500.00	\$1,400.00	\$0.00	\$0.00	\$0.00	\$0.00	\$2,295.00
	State	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
PS	5 Local	\$189,248.00	\$75,000.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
	State	\$33,381.00	\$100,000.00	\$0.00	\$0.00	\$0.00	\$0.00	\$94,301.00

**FISCAL YEAR 2004 PROGRAM FUNDING
(PEDESTRIAN/BICYCLE SAFETY PROGRAMS)**

Task	Title		Major Cost Items					
6	Equipment Programs		In-Pavement Lighted Crosswalk Systems, Active School Zone Signs					
7	Enhanced Traffic Safety Analysis		Personnel, Training, Computer Hardware & Software					
8	Bicycle and Pedestrian Safety Social Marketing Campaigns		Personnel, Contractual Services, Travel					
Program Code	Task No/ Agency	Funding Sources/Codes						Estimated Agency Contribution
		157	163	402	405	410	411	
PS	6 Local	\$317,400.00	\$703,000.00	\$0.00	\$0.00	\$0.00	\$0.00	\$144,530.00
	State	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
PS	7 Local	\$0.00	\$1,953,215.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
	State	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
PS	8 Local	\$226,500.00	\$0.00	\$3,000.00	\$0.00	\$0.00	\$0.00	\$23,721.00
	State	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
PSP TOTALS								
LOCAL:		\$1,560,520.00	\$2,732,615.00	\$3,000.00	\$0.00	\$0.00	\$0.00	\$261,455.00
STATE:		\$33,381.00	\$100,000.00	\$229,439.00	\$0.00	\$0.00	\$0.00	\$94,301.00

POLICE TRAFFIC SERVICES

I. PROGRAM OVERVIEW

Every year, nearly 75 percent of fatal and injury-combined collisions involve the top five Primary Collision Factors (PCF); driving under the influence (DUI), speed, auto right-of-way, stop signs, and signals and improper turning (see PCF Table).

Alcohol is the number one PCF in fatal crashes. In 2002, 33,457 people were killed or injured in alcohol-involved crashes. Alcohol-involved fatalities increased 8.3 percent in 2002 from 1,308 to 1,416 and traffic injuries involving alcohol increased 0.7 percent. This is the fourth year in a row that the number of people killed in alcohol-involved crashes increased from the prior years. In 2002, an alcohol-involved fatal collision occurred every six hours fifty-four minutes. The National Highway Traffic Safety Administration (NHTSA) estimates two out of every five drivers will be involved in an alcohol related collision during their lifetime.

Speed is consistently the top PCF annually for fatal and injury collisions. In 2002, unsafe speed was the PCF in 27.6 percent of all fatal and injury collisions. As the speed of the vehicle increases, so does the probability of injuries and deaths if the vehicle is involved in a collision. The number of total fatal and injury collisions for unsafe speed decreased 1.04 percent from 57,957 in 2001 to 57,355.

PRIMARY COLLISION FACTORS

2002		
Primary Collision Factors	Fatal	Injury
1. Driving Under the Influence	756	14,192
2. Improper Turning	641	23,018
3. Speed	559	56,796
4. Auto Right-of-Way	297	37,869
5. Stop Signs & Signals	192	17,874
Total	2,445	149,749
Total Fatal and Injury Collisions	152,194	

TOTAL VICTIMS KILLED AND INJURED IN COLLISIONS

2002	Fatalities	Injuries
Injuries and Fatalities	4,136	309,407
Total Fatalities and Injuries	313,543	

Traffic-related fatalities and injuries increased 1.2 percent in 2002. California's 2002 mileage death rate (MDR, fatalities per 100 million vehicle miles traveled) slightly increased from 1.26 in 2001 to 1.28 (provisional figure) in 2002. This is the third year in a row that the MDR increased after decreasing every year since 1986, however, 1.28 is well below the national MDR average of 1.51. Since 1990, California's MDR has decreased from 2.0 to 1.28 while there was an increase of 57.5 billion in motor vehicles miles traveled.

Compliance with California's seat belt law has stayed steady at 91.1 percent. However, in 2002, 46.3 percent of all vehicle occupants killed were not wearing seat belts. Occupants wearing seat belts could have prevented almost half the fatalities and serious injuries (NHTSA Sudden Impact, *An Occupant Protection Fact Book*).

In 2002, motor vehicle collisions killed 31 vehicle occupants under age four and injured 2,915 vehicle occupants under age four. When used correctly, child safety seats are 71 percent effective in preventing fatalities, 67 percent in reducing the need for hospitalization and 50 percent effective in preventing injuries (NHTSA, *Occupant Protection Idea Sampler 1994*).

The topic of aggressive driving has received an enormous amount of attention from the media and law enforcement agencies nationwide. According to results of a statewide survey conducted by the California Highway Patrol (CHP) in 1999, there is a direct correlation between the incidence of aggressive driving and congestion.

OTS and CHP recognize two definitions of aggressive driving. Simple aggressive driving (committed by a majority of motorists) which involves such vehicle code violations as speed, weaving in and out of traffic, unsafe lane changes, driving the shoulder, unsafe passing, cutting the gore point, following too closely, or reckless driving. The second category is known as violent aggressive driving (road rage), which involves physical altercations between drivers, running another motorist off the road, brandishing a weapon, ramming or clipping another vehicle, throwing objects from a vehicle (at another person or vehicle), or a physical confrontation between motorists.

NHTSA reports that 25 percent of all police reported crashes involve some sort of driver inattention and driver distraction accounts for 50 percent of these collisions. Major driver distractions include eating or drinking, putting on make-up, reading, adjusting the radio, cassette, or CD, and dialing or talking on a cellular phone.

II. ACTION PLANS

Police Traffic Services (PTS) is an essential element in any state or community traffic safety program. With few exceptions, other program components depend on the participation and cooperation of the enforcement community. Police departments should improve and broaden the level and quality of this cooperative effort to the maximum extent possible. Besides giving law enforcement agencies the ability to start effective selective traffic enforcement and education programs (STEEPs), PTS projects include training and appropriate enforcement of DUI, driver license, and occupant restraint laws.

Local police departments who secure a PTS grant first complete a systematic program that starts with the identification and analysis of specific traffic problems that occur in a community. Grantees categorize collisions by type, Primary Collision Factor, age, and by time and location of their occurrence. An internal assessment of the department's current level of traffic enforcement and education is conducted by comparing their activity with the objectives listed on the "PTS Blueprint." After identifying specific collision related problems and assessing their current level of traffic enforcement and education, police departments develop appropriate performance goals and objectives and depict the personnel and equipment needed to reduce their traffic safety problems.

Many local police departments lack the information, technical assistance, equipment, and personnel to give their communities an effective speed control program, frequent sobriety checkpoints, and traffic safety education and enforcement programs. OTS provides grants to local police departments that range from \$15,000 up to \$600,000 and include the funding of traffic officers, personnel, overtime, equipment, and public information and education materials.

To achieve the greatest potential for reducing fatalities and injuries, OTS recommends grantees consider the following countermeasures when preparing their project agreements (Note: The OTS "Blueprints" contain additional recommended "best practice" countermeasures):

- To involve community based organizations in program planning and activities.
- To promote "Cellular 911" reporting of drunk drivers.
- To employ latest technology (e. g., photo radar, red light running cameras, pen-based computers, voice activated software, laser speed measurement devices, sophisticated laptop computers, changeable message signs, geographical information systems (GIS), preliminary alcohol screening (PAS) devices, Evidential Portable Alcohol System devices, and DUI and visible display radar trailers).
- To conduct frequent highly publicized sobriety checkpoints and DUI saturation patrols.
- To increase enforcement operations designed to identify DUI drivers and drivers with suspended or revoked licenses.
- To conduct "stakeouts" of habitual DUI offenders that continues to drive with a suspended or revoked license.
- To develop local "hotlines" to report DUI offenders that continues to drive with a suspended or revoked license.
- To establish DUI warrant service programs targeting habitual DUI offenders that fail to appear in court.
- To increase the misdemeanor prosecution rate for drivers with a suspended or revoked license.
- To use DUI specialty enforcement signs on police vehicles.

- To use “Geographical Information Systems” to identify high collision locations for enforcement and engineering countermeasures.
- To initiate joint police department/neighborhood speed alert programs.
- To utilize unmarked police vehicles to detect aggressive drivers.
- To conduct aggressive enforcement of occupant protection laws.
- To use automated DUI arrest reports to reduce processing time.
- To increase occupant restraint enforcement operations and include information on correct usage as well as publicity to raise public awareness of the law and its enforcement.
- To urge judges to support strict enforcement of occupant protection laws; providing information at judges’ conferences and traffic adjudication workshops.
- To participate in child safety seat “Special Enforcement and Education” blitz campaigns.
- To conduct child safety seat “checkups” to educate parents and caretakers on correct child safety seat usage.

III TASKS

TASK 1 - PROGRAM DEVELOPMENT AND ADMINISTRATIVE COORDINATION

This task provides for the necessary staff time and expenses incurred by OTS as it directly relates to the planning, development, coordination, monitoring, auditing, and evaluation of projects within this program area, and the preparation of the 2005 Highway Safety Plan. Funding allocated to this task provides for the printing of brochures and pamphlets, distributing literature and media materials developed through successful projects, or obtained from other sources. Assistance is also provided under this task to individuals to attend and participate in technology transfer workshops, training sessions, or educational meetings or conferences.

TASK 2 - SELECTIVE TRAFFIC ENFORCEMENT AND EDUCATION PROGRAM (STEEP) (SEE TABLE 1)

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Funds in this task provide for personnel, equipment, and operating costs. The primary goals of this task include the reduction of fatal and injury collisions that are alcohol-involved, speed-related, nighttime, and hit-and-run. Other goals are to increase seat belt, child safety seat, and bicycle helmet usage rates.

To bring successful elements of a PTS program together, there must be a well-organized community effort. The central purpose of the community effort approach is to organize an effective community response to collision-related problems by involving public agencies,

private organizations, and community-based organizations. Under such a program, a community uses both public and private resources to understand and attack all of its significant traffic safety problems. Fifteen local projects initiated in prior years will be continued into fiscal year 2004 and six new projects are planned. (\$1,031,938)

TABLE 1					
PROJECT NUMBER	GRANTEE	FY 2004 FEDERAL SHARE	FUND	FY 2004 LOCAL SHARE (Estimate)	PROPOSED EQUIPMENT PURCHASES FFY 2004
PT0107	Calexico	0	164AL	0	N/A
PT0111	Oroville	8,171	402	8,000	N/A
PT0114	Livermore	27,199	164AL	0	N/A
PT0120	Brawley	0	402	11,062	N/A
PT0207	Woodland	40,054	164AL	73,224	N/A
PT0211	Millbrae	0	157	0	N/A
PT0217	Turlock	5,826	157	211,185	N/A
PT0220	Fresno	5,124	157	5,612	N/A
PT0226	Westminster	7,785	163	60,572	N/A
PT0311	Cypress	11,655	157	0	N/A
PT0312	Elk Grove	21,446	157	41,899	N/A
PT0314	Ione	2,352	157	13,354	N/A
PT0315	Los Angeles	141,500	157	293,950	N/A
PT0316	Los Banos	56,285	157	36,411	N/A
PT0324	San Bernardino	102,744	164AL	25,000	N/A
PT0317	Modesto	82,340	157	189,502	N/A
PT0408	Capitola	22,413	157	TBD	N/A
PT0410	Clovis	95,409	157	TBD	Motorcycle
PT0413	Corona	188,500	157	TBD	Changeable Message Sign
PT0414	Folsom	51,854	157	TBD	2 Radar Trailers
PT0417	Lincoln	73,281	157	TBD	1 Motorcycle
PT0418	Mountain View	88,000	157	TBD	Changeable Message Sign
Total		1,031,938		969,771	

TASK 3 - CALIFORNIA HIGHWAY PATROL

OTS awards grants to the CHP in an effort to reduce over represented fatal collisions where the PCF has been identified. CHP is the lead agency in California for traffic education and enforcement. OTS plans to fund six new PTS projects with CHP for fiscal year 2004 and continue 14 other projects that will combat speed and alcohol-related collisions, reduce truck-at-fault collisions, provide enforcement of occupant restraint laws, and provide the means to actively and efficiently enforce traffic laws, while providing a traffic safety public awareness campaign.

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PT0072 - CALIFORNIA HIGHWAY PATROL

Initiated in fiscal year 2000, the current "School Bus Driver Applicants – Electronic Fingerprinting for Traffic Safety" project is continued into fiscal year 2004. The project provides funding for at least 51 live scan-fingerprinting devices and two "store and forward" devices. The project addresses the time delay in processing fingerprints of applicants who

want to drive school children and developmentally disabled persons. The project goal is to improve the traffic safety offered to transportation industries by reducing by at least 50 percent the time it takes to process driver applicant paperwork by acquiring electronic fingerprinting devices. An analysis will be conducted to determine the most critical CHP areas where electronic fingerprinting devices are needed. (\$20,000)

PT0303 - CALIFORNIA HIGHWAY PATROL

Initiated in fiscal year 2003, the "Yuba County Child Safety Project" is continued into fiscal year 2004. This project funds a public education campaign and community outreach emphasis encompassing all of Yuba County to improve bicycle helmet and child safety seat compliance. The project will provide funding for uniformed and non-uniformed overtime for personnel to conduct bicycle rodeos, bicycle and child safety seat presentations, seminars, workshops, and training classes; print and promotional items; child safety seats; bicycle helmets; a laptop computer; and a color laser printer. (\$8,499 for local benefit)

PT0304 - CALIFORNIA HIGHWAY PATROL

Initiated in fiscal year 2003, the current "Statewide Traffic Collision Reduction on County Roads" project is continued into fiscal year 2004. The project provides funding for overtime enforcement and a public awareness campaign to focus on reducing fatal and injury collisions. The overall goal is to reduce by 2.5 percent the number of fatal and injury collisions on county roads. Activities include distributing enforcement overtime hours, deploying officers exclusively on county roads to enforce traffic violations consistent with the identified top five primary collision factors, and conducting a public awareness campaign. (\$578,244)

PT0307 - CALIFORNIA HIGHWAY PATROL

Initiated in fiscal year 2003, the current "Truck Corridor Safety Project, Phase II" is continued into fiscal year 2004. The project provides funding for enforcement overtime, office equipment, and promotional materials to focus on reducing commercial vehicle collision on selected problematic corridors. The overall goal is to reduce truck-involved fatal and injury collisions on two high-collision roadways. Activities included choosing two corridors, convening a task force, developing an operational plan, and implementing identified solutions. (\$85,888 for local benefit)

PT0308 - CALIFORNIA HIGHWAY PATROL

Initiated in fiscal year 2003, the current "SR 33 Corridor Safety Project" is continued into fiscal year 2004. The project provides funding for enforcement overtime, aircraft operational costs, and promotional materials to focus on reducing fatal and injury collision on SR33 within Ventura County. The overall goal is to reduce reportable collisions on SR33 in Ventura County between MPM 00 and 11.19 by ten percent. Activities include convening a task force, identifying four factors that negatively impact traffic safety on the corridor, and implementing two potential solutions. (\$27,158 for local benefit)

PT0309 - CALIFORNIA HIGHWAY PATROL

The "Alameda County Neighborhood Traffic Patrol Program" was initiated in 2003 and continues to fiscal year 2004. The California Highway Patrol, Hayward Area will conduct a project using community outreach techniques modeled after the successful Neighborhood Watch Program to reduce total collisions in the communities of Castro Valley, San Lorenzo, Ashland, and Cherryland. The project includes a public awareness campaign and enhanced enforcement to reduce total collisions in the targeted communities. Educational and promotional materials will be distributed at safety presentations in local communities. The project will provide funds for a LCD projector and one radar trailer. (\$45,110 for local benefit)

PT0310 - CALIFORNIA HIGHWAY PATROL

Initiated in fiscal year 2003, the "Corridor Safety Project Expansion Phase VIII" is continued into fiscal year 2004. With the goal of reducing fatal and injury collisions on high-collision roadways, this project will develop a public awareness campaign and enhance enforcement. Also, a local task force is convened to identify at least four factors negatively impacting traffic safety and potential solutions. (\$105,067 for local benefit)

PT0427 - CALIFORNIA HIGHWAY PATROL

A new "Inland Division Corridor Safety Project (IDCSP)" project is planned for fiscal year 2004. The project provides funding for the following: peace officer and staff overtime for enforcement and public information campaigns; overtime for helicopter and fixed-wing pilots and observers; graphic designer; senior photographer; television specialist; communications support; and, clerical support. Further, the project provides funding for travel, contractual services for allied agencies, contractual services to the California Department of Transportation, paid media, and equipment. The equipment includes desktop computers, LCD projectors, three solar-powered radar detection displays, and a radar trailer. Other direct costs funded include fees for using task force meeting facilities, promotional materials, educational materials, aircraft operations, corridor signs, traffic radar units, radar trailers, and aircraft operating costs to focus on reducing fatal and injury collisions. The overall goals of the project are to decrease reportable fatal and injury collisions on two segments of Interstate 15 (I-15) that are under construction by three percent. Activities include public awareness campaign and enhanced enforcement. A local task force will convene for the corridor to identify at least two factors negatively impacting traffic safety on the corridor, and to identify potential short-term, and long-term solutions. Once the potential solutions are identified, the task force will work to implement at least two of the solutions on the corridor. (\$207,388 for local benefit)

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PT0140 - CALIFORNIA HIGHWAY PATROL

Initiated in fiscal year 2001, the current "Corridor Safety Project (Phase VII)" is continued into fiscal year 2004. The project will continue to provide funding to the successful Corridor Safety Project. Since 1992, the CHP has convened 17 grant-funded task forces to address safety on high collision corridors across the state. The task forces, made up of elected officials and representatives from public agencies and the private sector, have worked together to reduce collisions, improve roadway environments, and increase support and understanding between task force members and the agencies/communities, they represent. (\$256,098 for local benefit)

PT0204 - CALIFORNIA HIGHWAY PATROL

Initiated in fiscal year 2002, the "Improved Commercial Accident Reduction Efforts (I CARE)" project is continued into fiscal year 2004. The project will continue to focus on reducing commercial vehicle collisions through enhanced enforcement and a public awareness campaign. The overall goal is to reduce statewide truck-at-fault reportable collisions five percent. This will be realized by 1) increased overtime for the enforcement of commercial violations; 2) deployment of air officers on overtime to enforce traffic violations involving commercial vehicles; 3) providing refresher commercial vehicle training to patrol officers; and 4) conducting a statewide public awareness campaign which includes CHP participation in trucking industry events. (\$0)

PT0206 - CALIFORNIA HIGHWAY PATROL

Initiated in fiscal year 2002, the "Helicopter Enforcement Aviation Response Team (HEART) II" is continued into fiscal year 2004. The project provided funding for the purchase of one fully equipped helicopter and its operating cost. The project will result in the increase of helicopter availability from 68 percent to 88 percent. (\$0)

PT0215 - CALIFORNIA HIGHWAY PATROL

Initiated in fiscal year 2002, the current "Bay Area Neighborhood Traffic Watch Reduction" project is continued into fiscal year 2004. The project will continue to develop public awareness and support proactive traffic enforcement and community traffic safety services in targeted unincorporated areas in the bay area. Activities include deployment of radar trailers, training of officers in community policing techniques to provide enhanced traffic safety for the targeted communities, and conducting a public awareness campaign which includes attendance at community meetings and events, providing traffic safety-related presentations at elementary/secondary schools and community groups, and issuance of media releases. (\$0 for local benefit)

PT0305 - CALIFORNIA HIGHWAY PATROL

Initiated in fiscal year 2003, the current "California Collision Reduction" project is continued into fiscal year 2004. The project provides funding for overtime enforcement, traffic radar units, radar trailers, and aircraft operating costs to focus on reducing fatal and injury collisions. The overall goals of the project are to decrease reportable fatal and injury collisions on targeted CHP roadways and to decrease reportable collisions where victims were not wearing occupant restraints. Activities include distributing enforcement overtime hours, deploying radar units in patrol vehicles throughout the state, and distributing print and promotional materials in appropriate languages in support of advancing traffic safety issues. Sixteen radar trailers will be funded. (\$1,251,698)

PT0306 - CALIFORNIA HIGHWAY PATROL

Initiated in fiscal year 2003, the current "Improved Commercial Efforts Through Training, Education, and Enforcement (ICE TEE)" project is continued into fiscal year 2004. The project provides funding for overtime enforcement and promotional items to focus on reducing commercial vehicle collisions. The overall goals are to reduce truck-at-fault reportable collisions by five percent and to reduce DUI truck-at-fault reportable collisions by five percent. Activities include distributing enforcement overtime, deploying "Drug Recognition Expert" task forces, providing refresher commercial vehicle training to patrol officers, and conducting a public awareness campaign. (\$816,355)

PT0402 - CALIFORNIA HIGHWAY PATROL

A new "Redding Accident Reduction Enforcement (RARE) Program: State Routes SR44 and 299 West Project" is planned for fiscal year 2004. The project provides funding for a public awareness campaign and enhanced enforcement directed at reducing by ten percent reportable fatal and injury collisions on both SRs. Local task forces will convene for each SR to identify at least four factors negatively impacting traffic safety on each SR, and to identify potential short-and/or long-term solutions. Once the potential solutions are identified, the task forces will work to implement at least two of the solutions on each SR. Results of the combined law enforcement/public awareness campaign will be published in a Final Report. A Safety Action Plan addressing the traffic safety issues specific to each SR will also be included in the report. (\$75,658 for local benefit)

PT0403 - CALIFORNIA HIGHWAY PATROL

A new "California Collision Reduction II (CCR II) Project" is planned for fiscal year 2004. The project provides funding for a public awareness campaign, which includes the production of "Red Asphalt," a video that will be used at various traffic safety venues. Funding for enhanced enforcement will focus on reducing the number of reportable fatal and injury collisions by three percent on selected project sites on state highways, as well as reducing the number of victims killed and injured. In addition, the project will strive to decrease the number of reportable collisions in which the victim was not wearing a seatbelt. The focus of the enforcement efforts will be on those violations that most commonly cause collisions. (\$1,481,098)

PT0404 - CALIFORNIA HIGHWAY PATROL

A new "Senior Safety Classique" project is planned for fiscal year 2004. The project provides funding for overtime hours, travel expenses, promotional items, educational materials, and training equipment. The primary goal is to decrease the annual number of reportable driver-at-fault collisions involving seniors age 50 and above. Activities include conducting traffic safety presentations, conducting child passenger safety checkups with emphasis on grandparent participation, and issuing news releases. (\$45,050 for local benefit)

PT0405 - CALIFORNIA HIGHWAY PATROL

A new "Safety Through Collision Reduction, Education, and Enforcement (SCREEN)" project is planned for fiscal year 2004. The project provides funding for overtime enforcement, travel expenses, aircraft direct operating expenses, and promotional materials. The overall goal is to decrease truck-at-fault reportable collisions. Project activities distributing enforcement overtime, conducting commercial vehicle training to officers, and conducting a public awareness campaign. (\$256,760)

PT0406 - CALIFORNIA HIGHWAY PATROL

A new "Statewide Traffic Collision Reduction on County Roads II (STCR CR II)" project is planned for fiscal year 2004. The project provides funding for a public awareness campaign, which includes advising county residents to expect increased enforcement on county roads. Funding for enhanced enforcement will focus on reducing the number of reportable fatal and injury collisions by up to ten percent on county roads. Enforcement efforts will target traffic violations consistent with the top five primary collision factors. (\$1,000,000)

PT0407 - CALIFORNIA HIGHWAY PATROL

A new "Sideshows and Street Racing (SSR)" program is planned for fiscal year 2004. The project will provide funds for personnel, travel and contractual services. Project goals include convening a CHP/OTS Task Force comprised of CHP personnel and local law enforcement personnel from select agencies to develop strategies aimed at addressing illegal street racing statewide. (\$183,000)

402**PT0145 - CALIFORNIA HIGHWAY PATROL**

Initiated in fiscal year 2001, the current "Automated Citation Device (ACD) Support Program" project is continued into fiscal year 2004. CHP, in support of the Ventura County ACD project, will purchase equipment to maintain the ACD database at CHP in Sacramento and Local Area Network (LAN) interface hardware. The ACD program, in collaboration with CHP

and the Judicial Council, will streamline the traffic citation process by reducing the time it takes for an officer to issue a citation. The ACD technology will also serve as model for local police departments attempting to automate their citation-writing process. (\$0)

TASK 4 - ENFORCEMENT/ENGINEERING/ANALYSIS TEAM

163

PT0423 - UNIVERSITY OF CALIFORNIA, BERKELEY

A new "Traffic Safety Forums" project is planned for fiscal 2004. This project is designed to reduce traffic crashes resulting in fatalities, injuries and property damage by providing local traffic engineers throughout California with current "best practices" techniques for common, universally difficult traffic safety situations. The forums will provide an opportunity to learn about effective traffic safety techniques, innovations and the forums will also occasion the networking of professionals working towards similar goals. (\$195,340 for local benefit)

PT0424 - UNIVERSITY OF CALIFORNIA, BERKELEY

A new "Enforcement and Engineering Analysis Team" project is planned for fiscal 2004. This project will provide technical expertise to execute local traffic engineering and enforcement analysis. The program will be active throughout the State of California. Evaluation visits will be made by teams of experts for the ITS's Tech Transfer Program. Written analyses documenting the findings and recommendations are provided to host governments. The project also supports the organization of an annual statewide workshop on safety topics of interest to both enforcement and engineering professionals to highlight best practices and encourage information sharing across communities and among disciplines. (\$309,720 for local benefit)

TASK 5 - AGGRESSIVE DRIVER PROGRAMS

157

PT0420 - SAN DIEGO POLICE DEPARTMENT

A new "Closing the Loop on Illegal Street Racing in California" program is planned for fiscal year 2004. The project provides funds for contractual services and program expenses. The goals of the project are to continue hosting RaceLegal.com alternative to illegal street racing events and to develop an on-site training program and "How To" manual to help other communities throughout the state develop their own illegal street racing alternative programs. (\$60,000)

163

PT0421 - SAN DIEGO POLICE DEPARTMENT

A new "Drag Net" program project is planned for fiscal year 2004. The project provides funds for personnel, travel, contractual services, and presentation equipment. Project activities include street racing enforcement training in San Diego County and throughout southern California, innovative law enforcement, vigorous prosecution, consistent adjudication, public information/education, and participation in RaceLegal.com activities. The project goals are to reduce injuries and deaths resulting from illegal street racing in San Diego County and to provide other California law enforcement agencies with the ability to address illegal street racing in their communities as well. (\$350,000)

PT0135 - SAN DIEGO STATE UNIVERSITY

Initiated in fiscal year 2001 the "Cool Operator II" project is continued into fiscal year 2004. The project provides funds for personnel, travel expenses, computer software, a digital camcorder and contractual services. Project activities include educational presentations, analysis of aggressive driving statistics for San Diego, and a media campaign to raise awareness about aggressive driving problems in Southern California. Project goals include reducing the number of aggressive driving incidents in Southern California by five percent. (\$22,193 for local benefit)

PT0136 - SAN DIEGO STATE UNIVERSITY

Initiated in fiscal year 2001 the "Smart NETS (Network of Employers for Traffic Safety)" project is continued into fiscal year 2004. The project provides funds for personnel, travel expenses, computer hardware and software. Project activities include educational presentations in the workplace. Project goals are to reduce crashes, injuries, and fatalities by increasing awareness and providing useful tools for employers to reduce on-the-job traffic incidents. (\$32,703 for local benefit)

TASK 6 - LOCAL LAW ENFORCEMENT ENHANCEMENT PROGRAMS (SEE TABLE 3)**157/163/402/410**

Eight projects initiated in prior fiscal years will be continued into fiscal year 2004. Funds are planned for nine new projects in this task during fiscal year 2004. Funds in this task provide for the purchase of sobriety checkpoint and visible display radar trailers, changeable message signs, radar and laser speed monitoring devices, other traffic safety equipment, educational items, and overtime. The primary goals of this task are to increase occupant restraint compliance, traffic safety education, and awareness, and decrease speed and alcohol-involved collisions. (\$420,328)

TABLE 3					
PROJECT NUMBER	GRANTEE	FY 2004 FEDERAL SHARE	FUND	FY 2004 LOCAL SHARE (Estimate)	PROPOSED EQUIPMENT PURCHASES FFY 2004
PT0149	*County of Ventura	0	157	59,944	N/A
PT0225	Brea	3,300	163	19,493	N/A
PT0227	Culver City	0	163	48,300	N/A
PT0228	Compton	0	163	0	N/A
PT0313	Fortuna	0	164AL	3,749	N/A
PT0318	Monrovia	5,750	410	312,096	N/A
PT0321	Santa Monica	15,000	164AL	79,880	N/A
PT0322	Torrance	0	157	109,903	N/A
PT0401	Brentwood	73,304	157	TBD	Radar Trailer
PT0409	Cathedral City	26,000	157	TBD	N/A
PT0411	Commerce	63,000	157	TBD	N/A
PT0412	Corcoran	14,860	157	TBD	Radar Trailer
PT0415	Fowler	14,000	157	TBD	Radar Trailer
PT0416	Hercules	23,000	157	TBD	Message/Radar Trailer
PT0419	Oakley	136,614	157	TBD	N/A
PT0422	Signal Hill	20,500	157	TBD	N/A
PT0426	Westmorland	25,000	157	TBD	Message/radar trailer
Total		420,328		633,365	

PT0149 - SUPERIOR COURT OF CALIFORNIA, COUNTY OF VENTURA*

Initiated in fiscal year 2001, the current "Automated Citation Device Pilot Program" project is continued into fiscal year 2004. This project provides funds to implement a two county pilot program (Ventura and Los Angeles) to design, test, and utilize automated citation devices. The project streamlines the traffic citation process by reducing the time it takes an officer to issue a citation.

**FISCAL YEAR 2004 PROGRAM FUNDING
(POLICE TRAFFIC SERVICES)**

Task	Title		Major Cost Items					
1	Program Development and Administrative Coordination		Personnel and Operating Expenses					
2	Selective Traffic Enforcement and Education Programs (STEEP)		Personnel, DUI and Speed Trailers, Computers, Radar Units, Overtime, Operating Costs					
3	Statewide Activities (CHP Programs)		Overtime, Radar, Aircraft, Promotional Items					
4	Enforcement/Engineering Analysis Team		Personnel, Contractual Services					
5	Aggressive Driver Programs		Personnel and Operating Expenses					
Program Code	Task No/ Agency	Funding Sources/Codes						Estimated Agency Contribution
		157	163	164	402	410	411	
PT	1 Local	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
	State	\$0.00	\$0.00	\$0.00	\$418,377.00	\$0.00	\$0.00	\$0.00
PT	2 Local	\$845,985.00	\$7,785.00	\$169,997.00	\$8,171.00	\$0.00	\$0.00	\$969,771.00
	State	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
PT	3 Local	\$1,057,354.00	\$376,806.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
	State	\$20,000.00	\$4,988,911.00	\$0.00	\$0.00	\$0.00	\$0.00	\$952,439.00
PT	4 Local	\$0.00	\$505,060.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
	State	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
PT	5 Local	\$60,000.00	\$350,000.00	\$0.00	\$54,896.00	\$0.00	\$0.00	\$0.00
	State	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$7,300.00

**FISCAL YEAR 2004 PROGRAM FUNDING
(POLICE TRAFFIC SERVICES)**

Task	Title		Major Cost Items					
6	Local Law Enforcement Enhancement Programs		Computers, PAS Devices, Radar, DUI and Speed Trailers, Motorcycles					
7	Statewide Traffic Offender Program (STOP)		Personnel, Changeable Message Signs, PAS Devices, Computers, Radar, DUI and Speed Trailers					
Program Code	Task No/ Agency	Funding Sources/Codes						Estimated Agency Contribution
		157	163	164	402	410	411	
PT	6 Local	\$396,278.00	\$3,300.00	\$15,000.00	\$0.00	\$5,750.00	\$0.00	\$633,365.00
	State	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
PT	7 Local	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
	State	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
PSP TOTALS								
LOCAL:		\$2,359,617.00	\$1,242,951.00	\$184,997.00	\$63,067.00	\$5,750.00	\$0.00	\$1,603,136.00
STATE:		\$20,000.00	\$4,988,911.00	\$0.00	\$418,377.00	\$0.00	\$0.00	\$959,739.00

ROADWAY SAFETY

I. PROGRAM OVERVIEW

The Roadway Safety program focuses on the operating environment. Grant funds provide necessary equipment and facilities to aid in the identification and analysis of critical locations, the recommendation of traffic safety enhancements and the improvement of the traffic flow to ensure that responsible agencies have the technical expertise to perform necessary analyses. Roadway design, construction, and maintenance are not permissible under the Office of Traffic Safety (OTS) grant program.

OTS grant funds are based upon the concept of “seed money.” Under this concept, funding of ongoing activities is discouraged. OTS expects agencies utilizing grant funds to initiate local programs and to continue said programs beyond the life of the grant.

OTS has continued the “Safety Through Construction and Maintenance Zones” training program. Utilizing this program, trainers are sent to locations throughout the state to provide two-day training sessions that instruct roadway maintenance and construction personnel on the latest methodology for enhancing the safety of workers and motorists in those areas receiving maintenance or which are under construction. The program is utilized extensively by many local agencies, public utility companies, and private firms. The Federal Highway Administration (FHWA) has specifically encouraged continuation of the program. Generally, this program is renewed every three years. The continuous turnover in construction and maintenance personnel assures a continuing need for this education. Continuation of the program ensures that suitable training is available to enhance roadway safety through construction and maintenance zones.

A sound traffic-engineering program utilizes collision location data, an inventory of traffic control devices, data on the numbers and types of driving lanes, average and peak hour traffic volumes, and data on the direction of travel. In addition, a cogent traffic-engineering program should also include traffic circulation pattern information and data on adjacent land use. There should also be an ability to identify and analyze critical collision locations to establish reasonable speed limits (85th percentile), to coordinate and optimize signal timing, and to correlate all of the referenced data with the types and severity of collisions experienced. The engineer must perform analyses and recommend mitigation in the way of traffic controls, roadway design changes, alternative routes, and non-engineering (enforcement) improvements.

In some instances, increased tort liability actions are a motivating factor responsible for compelling agencies to improve their engineering analysis capabilities. Consequently, the nature of traffic engineering efforts must be proactive. In addition, complete traffic-engineering efforts must offer long-term mitigation to identified conditions.

II. ACTION PLANS

Traffic Control Device Inventory (TCDI)

This activity involves establishing a relational database for the storage and retrieval of various control device data elements. Agencies must perform a complete field inventory of existing signs, signals, pavement and curb markings and stripping as well as the condition of

each. Depending upon the size and complexity of the street layout table, some inventories may exclude certain items, such as pavement and curb stripping, and may keep separate inventories for some items, such as signals.

Traffic Counts

This activity typically involves the purchase of several traffic counting devices and the development of a schedule for their periodic and regular deployment. Depending on the sophistication of the count devices and the agency, traffic counts may also include the incorporation and the development of traffic flow pattern charts to illustrate relative traffic volumes. Traffic counts should also include average daily traffic (ADT) and peak hour volume counts.

Identification and Surveillance

This process allows for the systematic identification and ranking of critical or high collision locations within the jurisdiction and for performing analyses to discover conditions that may be contributing to the high collision rates. Software applications frequently include the generation of collision diagrams with Primary Collision Factors (PCF) identified. Applications may also include such functions as traffic flow analyses, traffic circulation patterns, and the statistical correlation of conditions present at the time of the collisions e.g., weather, time of day etc. In more sophisticated systems, collision locations can be identified as mid-block or intersection.

Bicycle and Pedestrian Safety

In this activity, there is commonly one point of focus, either on bicycle safety or pedestrian safety. Bicycle safety typically involves analyzing bicycle collisions and bicycle travel patterns to determine the relative benefits of including bicycle lanes, special signage or the prohibition of bicycles from certain roadways. Pedestrian safety is most commonly associated with the development of “Recommended Route to School” maps or performing analyses to determine the probable benefits from the installation of signalized pedestrian crosswalks. Related to the latter, mitigation is the on-going evaluation of a recently developed device that enables pedestrians to alert motorists to their presence. The alert is achieved via in-pavement flashing LED lights. The California Department of Transportation (Caltrans) has developed standards for these devices making them available to cities and counties throughout the state via OTS grant process.

Many engineering and enforcement agencies are still employing the use of manual collision and citation tracking systems or are forced to use unwieldy legacy data systems. Extracting meaningful data through either practice is an arduous and inefficient undertaking and the resulting data may be unreliable. For instance, jurisdictions that share a common boundary may find that crashes on the boundary roadways are undercounted (counted by the wrong agency) or double-counted (by multiple agencies). Either way, the data integrity is compromised. In addition, neither a manual system nor legacy system provides a viable and efficient means for communicating captured data on either an intra-agency or inter-agency level. This inability to share data results in the perpetuation of separate engineering and enforcement data systems in these jurisdictions. By developing modern open data systems that are usable by both traffic engineering and enforcement within a city and/or across jurisdictional lines i.e., county-to- county, OTS is providing an opportunity to enhance not only data sharing but overall communication and agency efficiency.

Geographical Information System (GIS)

These systems involve extensive use of sophisticated and powerful software and hardware. Most applications locate data (collisions, citations, signage) by a unique geographical identifier (geocoding), usually points of longitude and latitude and employ software such as AutoCAD or ArcView. GIS incorporates the use of a wide variety of data layers, many of developed layers may be unrelated to traffic (such as census tracts, tax parcels, sewer lines, etc.); typically GIS will employ the use of global positioning satellite (GPS) transceivers. GPS technology directs signals to low orbit global satellites where the signal is then triangulated to a unique (specific) location on the earth's surface. Depending on the complexity of the community, the local funds the agency is willing to commit and the proposed uses of the systems, GIS offers a flexible and appropriate solution for a variety of identified problems. OTS has assisted many jurisdictions throughout the state in implementing Geographic Information Systems applications. Numerous cities and counties throughout the state have implemented GIS in their jurisdiction and many more are in the process of implementing GIS programs for their agency.

During this fiscal year, OTS intends to initiate many more grants involving Geographic Information Systems. In a planned effort, OTS intends to automate manual processes and replace legacy data systems that are no longer efficient or effective. OTS intends to implement these systems on a county level and on a city level in the "wired" counties.

Training and Review

The Safety Through Construction and Maintenance Zones and the Engineering and Enforcement (E&E) Team programs are funded through the Institute for Transportation Studies (ITS) of the University of California, Berkeley. Both programs have received national recognition for their excellence.

With the advancements being made in data automation and the increased number of software packages related to traffic engineering and mapping, the scope of engineering in the OTS grant program has changed markedly from just a few years ago. As the concept of GIS matures, the line delineating traffic records and traffic engineering is rapidly blurring if not disappearing completely. Traffic record systems are becoming increasingly comprehensive, providing data storage and retrieval mechanisms that apply to both engineering and enforcement, as well as to other interested organizations. For this reason, many projects may appear to be traffic record projects when they are in fact, engineering projects. Since both disciplines may be using the same computerized database, one of the remaining distinctions between traffic records and traffic engineering is made by considering the degree to which the project requires applied engineering fieldwork.

To achieve the greatest potential for reducing fatalities and injuries, OTS recommends grantees consider the following countermeasures when preparing their project agreements (*Note: The OTS "Blueprints" contain additional recommended "best practice" countermeasures*):

- Promote regional Safety Management Systems (SMS) through local corridor safety projects.
- Encourage municipalities to explore and study modern traffic calming techniques and applications.

- Fund traffic-engineering projects that involve multi agency or multi municipality data sharing.
- Sponsor system concepts that support cooperative goals such as knowledge, resource, and data pooling.
- Promote system interconnectivity by funding telecommunications needs.
- Provide a working co-op-based system that will speed the paradigm shift of the traffic-engineering audience.
- Encourage the interdependence of traffic engineering activities amongst municipalities.
- Encourage the University of California, Berkeley, Institute of Transportation Studies to add Traffic Calming techniques to traffic engineering training classes.
- Train maintenance and construction workers in the “Safe Handling of Traffic through Construction and Maintenance Work Zones.”

III. TASKS

TASK 1 - PROGRAM DEVELOPMENT AND ADMINISTRATIVE COORDINATION

This task provides for the necessary staff time and expenses incurred by OTS that are directly related to the planning, development, coordination, monitoring, auditing, and evaluation of projects within this program area, and the preparation of the 2005 Highway Safety Plan. Funding is also provided in this task for the printing of brochures and pamphlets, distributing literature and media materials developed through successful projects, or obtained from other sources. Assistance is also provided under this task to individuals to attend and participate in technology transfer workshops, training sessions, or educational meetings or conferences.

TASK 2 - ELECTRONIC ENGINEERING DATA SYSTEMS

Projects funded in this task provide local agencies with the ability to collect, extract and manipulate traffic collision and citation data. Utilizing these high-powered data systems will enable these agencies to conduct thorough collision/citation analyses that will allow for statistically meaningful and technically accurate graphical representations. These systems will be used to track data throughout the locality to evaluate high collision/citation locations upon which to base mitigation efforts or other capital improvement decisions. In addition, these systems will also allow for information sharing between and amongst local jurisdictions along shared boundaries to effectively identify and classify collisions or other traffic related data by geographical reference points. Seven grants will be continued into 2004, and ten new grants will be initiated.

Project No.	Fund	Agency	Non-expendable Property	Federal Share FY 2003
RS0303	157	Daly City Police Department/Engineering	N/A	\$1,500
RS0305	157	Downey	N/A	\$0
RS0307	157	Fremont	N/A	\$0
RS0308	157	Livermore	N/A	\$0
RS0313	157	Rosemead	N/A	\$9,200
RS0314	157	San Bernardino County Assoc. of Governments	N/A	\$62,500
RS0315	157	San Marcos	N/A	\$0
RS0415	157	Tulare County	NA	\$40,000
RS0416	157	Tuolumne County	Radar Trailer	\$14,000
RS0401	157	Belmont	N/A	\$42,600
RS0402	157	Buena Park	N/A	\$53,000
RS0403	157	Carson	N/A	\$26,300
RS0405	157	Huntington Park	Plotter	\$50,000
RS0408	157	Mendocino County Department of Transportation	N/A	\$27,000
RS0409	157	Montclair	N/A	\$15,000
RS0411	157	Rialto	N/A	\$17,000
RS0414	157	Torrance	N/A	\$60,000

TASK 3 - ROADWAY IMPROVEMENT PROGRAM

Projects funded in this task enable local agencies to implement minor improvements in the roadways, as authorized by FHWA, including the installation of traffic count programs.

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RS0012 - CALIFORNIA DEPARTMENT OF TRANSPORTATION

Initiated in fiscal year 2000, the "Rumble Strip Demonstration Program" project is continued into fiscal year 2004. This project will identify a list of roadway segments statewide that have the highest "run-off-road" collisions for each type of roadway facility i.e., freeway, expressway and conventional. Once the roadway segments are identified, the grantee will develop safety strategies to improve the roadway and thereby reduce "run-off-road" crashes in the identified locations. One of these solutions may be rumble strips. The overarching effort will be to develop a "strip" that is compatible with all roadway users including bicyclists. In addition, a public relations campaign will be initiated when the rumble strips are installed to highlight the purpose of the program. (\$800) (Q8)

RS0034 - CALIFORNIA DEPARTMENT OF TRANSPORTATION

Initiated in fiscal year 2000, the "Independent Evaluation of District 10 Caltrans Automated Warning System (CAWS) Program" project is continued into fiscal year 2004. An independent evaluation will be conducted of the effectiveness of the Caltrans Automated Warning System in Caltrans District 10. As recommended by the Caltrans development team personnel, the primary focus of the study will be the determination of the impact of the system on driver behavior. (\$231,763) (Q8)

TASK 4 - TRAFFIC ENGINEERING EXPERTISE

Projects funded in this task enable agencies to better identify problems, suggest alternative solutions, and identify future needs by providing the traffic engineering expertise required. It also provides a professional engineer to the UC Berkeley Enforcement and Engineering Analysis Team, to conduct at least 35 annual administrative evaluations of local traffic engineering and enforcement programs. Funding for these projects is reflected in program area PT, Task 4.

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PT0424 - UNIVERSITY OF CALIFORNIA, BERKELEY

A new "Enforcement and Engineering Analysis Team" project is planned for fiscal 2004. This project will provide technical expertise to execute local traffic engineering and enforcement analysis. The program will be active throughout the State of California. Evaluation visits will be made by teams of experts for the ITS' Tech Transfer Program. Written analyses documenting the findings and recommendations are provided to host governments. The project also supports the organization of an annual statewide workshop on safety topics of interest to both enforcement and engineering professionals to highlight best practices and encourage information sharing across communities and among disciplines. (Funding for this grant is shown in PTS.)

TASK 5 - EDUCATION AND TRAINING

Projects funded in this task provide training for enhanced roadway safety. Funds are also obligated for the training of persons responsible for collision investigation and analysis.

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RS0008 - CALIFORNIA DEPARTMENT OF TRANSPORTATION

Initiated in fiscal year 2000, the current "Traffic Safety Audit" project is continued into fiscal year 2004. Road Safety Audits is a program initiated by the Federal Highway Administration. The FHWA currently has fourteen states participating in its Road Safety Audits program. The program undertakes a formalized examination of an existing or future road or traffic project that interacts with road users. In this process independent, qualified examiners study a roadway and report on the collision potential and safety performance of the roadway. (\$0)

RS0301 - CALIFORNIA DEPARTMENT OF TRANSPORTATION

Initiated in fiscal year 2003, the "Highway Work Zone Awareness Campaign" is continued into fiscal year 2004. The project goal is to reduce the collision rate in work zones, thereby reducing the number of motorists and highway workers killed or injured in work zones on California roadways. This goal will be achieved by running a multilingual public information and media campaign concentrating on large metropolitan districts such as Los Angeles, San Diego, Sacramento and the San Francisco Bay Area. (\$0)

RS0417 - UNIVERSITY OF CALIFORNIA, BERKELEY

A new "Safety through Maintenance and Construction Zones" project is planned for fiscal year 2004. This project will provide multiple two-day training sessions to promote Safety Through Maintenance and Construction Zones on California roads and highways. The training sessions are led by teams of experienced traffic engineers, and will be held throughout the state at the request of local agencies. Approximately, 30 workshops will be conducted annually. The target population includes government agencies and private companies who work in and around safety and construction zones. (\$241,419)

TASK 6 - EQUIPMENT

Projects funded in this task provide equipment for grantees to reduce the number of fatal and injury collisions in their jurisdiction. The hardware provided under this task tends to be specialized and designed to address an identified traffic safety issue in the jurisdiction.

157**RS0406 - LARKSPUR DEPARTMENT OF PUBLIC WORKS**

A new "Speed Radar Trailers with Changeable Message Sign" project is planned for fiscal year 2004. The primary objective of the project is to purchase a speed radar trailer unit with a changeable message sign that would be used by both the city of Larkspur Department of Public Works and the city of Corte Madera Department of Public Works. Specifically, the speed radar trailer will be used to raise public awareness as well as for speed reduction. The changeable message sign would be used to alert drivers of their speed as well as to apprise drivers of changing roadway conditions, flooding or construction activity. The CMS will also impart information to drivers regarding community safety programs such as walk and bike to school days. (\$18,500)

163**RS0404 - FREMONT DEVELOPMENT ENVIRONMENTAL SERVICES DEPARTMENT**

A new "Radar Speed Feedback Sign Project" is planned for fiscal year 2004. The project will install ten solar radar speed feedback signs on residential streets and in school zones. The feedback signs will be used to increase driver understanding and awareness in conjunction with the police enforcement of the posted speed limit. The project goals are to reduce speed related fatal and injury collisions throughout the city of Fremont. (\$66,035)

RS0407 - LOS ANGELES

A new "Speed Feedback Radar Signs for Schools on Arterial Streets" program is planned for fiscal year 2004. The main objective of this pilot project is to purchase and install approximately 58 radar speed feedback signs on a number of arterial streets with critical speeds (85th percentile speeds) of 40 miles per hour and higher, and other selected arterials adjacent to schools. The goal is to reduce the critical speed on these selected arterial streets by five miles per hour. (\$522,000)

RS0410 - OAKLAND

A new "Portable Driver Feedback Speed Signs" project is planned for fiscal year 2004. The project's intent is to slow speed on Oakland arterials where the majority of collisions involving pedestrians and bicyclists have been identified. Approximately eight solar-powered driver feedback speed signs will be installed on the identified arterials near schools, high-density residential areas, and identified alcohol sales outlets. The project will also develop an educational safety brochure to explain the role for the sign and provide

safety tips for drivers, pedestrians, and bicyclists; the brochure will be translated into Spanish, Chinese, and Vietnamese. These will be distributed widely throughout the city of Oakland at neighborhood meetings and at schools and pre-and post-awareness survey conducted. (\$80,000)

RS0412 - SAN DIEGO COUNTY

A new "Installation of School Zone Flasher Paging System" project is planned for fiscal year 2004. This project will provide funds for the purchase of a paging system that allows field technicians to program school zone flashers from a remote location instead of traveling to each location to program them manually. The resulting savings in time will allow technicians to spend more time operating and maintaining traffic signals countywide. (\$32,000)

RS0413 - SUNNYVALE

A new "Neighborhood Speed Reduction Project" is planned for fiscal year 2004. The project provides funds for the purchase of three solar powered speed radar signs to be installed in the vicinity of schools, parks, and community centers where there is a high incidence of vehicle collisions. The goal of the project is to reduce speed related collisions within the city. (\$22,500)

TASK 8 - INFRASTRUCTURE IMPROVEMENT

The Caltrans Highway Safety Improvement Program (HSIP) includes all projects in which the primary purpose is to reduce the number and severity of collisions on California highways. Projects may range from spot improvements such as new signal installations to statewide systematic improvements to Clean Up the Roadside Environment (CURE).

The Highway Safety Improvement Program's intent is to reduce the number and severity of collisions and their associated costs. In calendar year 2001, on the California State roadway system, there were 3,517 fatal collisions, 201,478 injury collisions, and 317,567 property damage only collisions reported.

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HAZARD ELIMINATION PROJECTS

The following narrative describes hazard elimination projects scheduled for construction continuation in 2004.

CONSTRUCT TRUCK DESCENDING LANE ON INTERSTATE 15 IN SAN BERNARDINO COUNTY

Initiated in fiscal year 2001, the "Construct Truck Descending Lane" project is continued into fiscal year 2004. The purpose of the project is to construct a southbound truck-descending lane. The project location is on Southbound Interstate 15 from 0.8 KM South of East Baker over crossing to 1.3 KM North of Halloran Summit over crossing in San Bernardino County. The project improvement is expected to alleviate southbound traffic congestion and safety concerns caused by a sustained downgrade exceeding two percent. Commercial vehicles make up a large percentage of the southbound traffic on this route as they move goods and services toward the Los Angeles basin. (\$0)

CONSTRUCT CONCRETE MEDIAN BARRIER AT THREE LOCATIONS ALONG INTERSTATE 5 IN SAN JOAQUIN COUNTY

Initiated in fiscal year 2002, the "Construct Median Barrier" project is continued into fiscal year 2004. The purpose of the project is to construct a concrete median barrier in three separate locations along interstate five within San Joaquin County. The project limits extend

intermittently from the north side of Paradise Cut Bridge to the south side of Eight Mile Road Undercrossing. The project is designed to prevent cross-median accidents and provide continuity of existing median barriers with the project limits (\$0)

FFY 2004 164 PROJECTS

Hazard Elimination Projects to be funded in FFY 2004 with Section 164 funds, "Repeat Intoxicated Driver Law Funds," will be determined by Caltrans. (\$27,509,619)

**FISCAL YEAR 2004 PROGRAM FUNDING
(ROADWAY SAFETY PROGRAMS)**

Task	Title		Major Cost Items					
1	Program Development and Administrative Coordination		Personnel and Operating Expenses					
2	Electronic Engineering Data Systems		Computer Hardware and Software, Contractual Services					
3	Roadway Improvement Program		Computer and Traffic Count Equipment					
4	Traffic Engineering Expertise		Personnel, Travel, Contractual Services, Operating Expenses					
5	Education and Training		Personnel, Travel, Operating Expenses, Contractual Services					

Program Code	Task No/ Agency	Funding Sources/Codes						Estimated Agency Contribution
		157	163	164	402	410	411	
RS	1 Local	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
	State	\$0.00	\$0.00	\$0.00	\$98,199.00	\$0.00	\$0.00	\$0.00
RS	2 Local	\$418,100.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$49,183.00
	State	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
RS	3 Local	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
	State	\$0.00	\$232,563.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
RS	4 Local	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
	State	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
RS	5 Local	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
	State	\$0.00	\$241,419.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00

**FISCAL YEAR 2004 PROGRAM FUNDING
(ROADWAY SAFETY PROGRAMS)**

Task	Title				Major Cost Items			
6	Equipment				Air Velocity Deer Whistles, In-Pavement Lighting System			
7	Infrastructure Improvement				Contractual Services			

TRAFFIC RECORDS

I. PROGRAM OVERVIEW

Traffic record systems include the data elements necessary for problem identification, problem analysis, and countermeasure evaluation in all areas of traffic safety. Traffic record programs include data related to collisions and to every aspect of the program infrastructure. Data pertaining to people, vehicles, and roadways are all part of the total traffic records network.

The most common theme of the total records program is the Statewide Integrated Traffic Records System (SWITRS). Installed at California Highway Patrol (CHP) in 1974, the SWITRS provides collision-related reports to state and local agencies. Since SWITRS inception, there have been major advances in computing capabilities, rendering certain features of the SWITRS system cumbersome, time-consuming, and labor intensive. The cost and the impact of changing to an on-line system are presently being studied and system re-development is in progress.

The Traffic Accident Surveillance and Analysis System (TASAS), maintained by Caltrans, is the repository of all crash data pertaining to state and interstate highways, and includes detailed data on the location and types of roadways, as well as collisions occurring on these highways. TASAS does not include local (city or county) streets or roadway data.

Department of Motor Vehicles (DMV) maintains a large statewide computer network to record all registered motor vehicles and licensed drivers (and some unlicensed). The system generates a transcript for every person cited or arrested for a traffic violation who is subsequently convicted, or who defaults on bail and is forwarded by the courts to DMV. The resulting transcript becomes the basis for an entry into the Automated Management Information System (AMIS), even if the person arrested is not a licensed driver. If a citation is issued or an arrest is made in connection with a collision, the record of a collision involving a specific driver will be included in the file.

Advances in computer technology have enabled the DMV to establish a direct electronic link to nearly all of the municipal courts within the State. By means of this linkage, nearly all traffic court judges have access to complete and current driver histories, thereby making the penalties imposed by the court more in keeping with the actual driving record of the individual. DMV continues to expand this capability and is placing as many courts as possible on-line.

The Department of Justice (DOJ) system maintains a record of arrests made within the state, including the final disposition of each case. This record system shows all arrests, regardless of traffic involvement, and identifies specific vehicle code violations.

The Emergency Medical Services Authority (EMSA) has installed a statewide database of emergency medical conditions, including response times to collisions and subsequent treatment of collision victims. In the EMS system, all regional trauma systems store and retrieve medical data, with a certain mandated core data transmitted to the EMSA system. EMSA is trying to establish the means and methodology to track specific individuals from the collision to the emergency responder to the hospital and finally to hospital discharge. EMS linkage is necessary for the sensitivity index computation, and provides traffic engineers and traffic law enforcement personnel invaluable information on morbidity and mortality rates.

All cities and counties maintain traffic-related records, including data on local roadways. Many agencies report optimal effectiveness can be achieved by maintaining a local system that includes many of the same data elements contained in the statewide systems. A local system includes collision records, records of arrests and citations, and crash data on local streets and roads.

The geographic size of California and its large population makes the complete centralization of traffic records somewhat impractical. Therefore, various aspects of traffic records are delivered by a variety of responsible agencies. Consequently, it is more appropriate to refer to a traffic record network rather than a traffic record system.

Local agencies in California have identified specific difficulties in using SWITRS, primarily the time lag in receiving reports and the inconsistencies in the identification of local street names. For smaller cities, these problems do not represent major obstacles; but larger communities require an automated collision system to provide in part, a more timely record and a more accurate identification of crashes.

The Office of Traffic Safety (OTS) will continue to address the need for local systems by continuing to provide hardware and software to local grantees that are compatible with SWITRS. Many local agencies are implementing, or exploring the feasibility of implementing local Geographic Information System (GIS) based traffic record systems.

II. ACTION PLANS

OTS continues to implement the recommendations of the 1993 Traffic Records Assessment. With regard to this effort, as well as to the overall endeavor to provide effective records systems statewide, the advent of affordable Geographical Information Systems (GIS) has enhanced the awareness of the strong relationship between various aspects of traffic data and its potential impact on improved traffic safety. In keeping with this knowledge, the distinction between engineering and enforcement data records is vanishing, and is being replaced by more integrated and comprehensive systems. A variety of state and local agencies continue to work toward improving traffic record collection within the State of California. The "Traffic Records Council" was formed as recommended by a traffic record assessment team. The initial work plan was designed around the recommendations of that team. All major state departments producing traffic-related data are represented on the "council," including OTS. The Traffic Records Assessment team and the Traffic Records Council have not met formally for a number of years. Consequently, OTS will explore the possibility of reconvening these organizations for the purpose of measuring progress and developing new goals.

OTS remains committed to providing funds to agencies on both the city and county level to purchase fully automated collision and citation records and analysis systems. OTS is confident that once implemented these systems will decrease the agency resources needed to maintain collision and citation statistical data. These systems are also expected to reduce the frequency and possibly the severity of traffic collisions in each jurisdiction where the systems are implemented.

OTS strongly recommends that both engineering and enforcement agencies become involved in system selection, deployment and data sharing. This cooperative approach results in economies of scale (time and capital) to each of the agencies due to the system licensing and compatibility between the agencies. The GIS based collision and citation analysis program will allow agencies to conserve resources while at the same time provide

transportation engineers,

public safety officers, department managers and enforcement agencies with timely, accurate and useable information upon which to base engineering, enforcement and other traffic related safety decisions.

To achieve the greatest potential for reducing fatalities and injuries, OTS recommends grantees consider the following countermeasures when preparing their project agreements (*Note: The OTS “Blueprints” contain additional recommended “best practice” countermeasures*):

- To ensure engineering and police departments have timely access to current and complete traffic data necessary to identify, isolate and analyze critical traffic safety issues.
- To utilize a shared system to sufficiently meet client/citizen information needs.
- To sponsor projects that promote the pooling of knowledge and data and resources between agencies, cities and counties.
- To advocate system interconnectivity amongst all levels of governmental Traffic Record data gathering entities.
- To build participant consensus in the development of regional automated Traffic Record systems.
- To promote the functional and economic benefits of data sharing between entities.
- To develop prototype systems that will assist in eroding the artificial territorial paradigms of the traffic engineering/enforcement communities.
- To develop automated records systems to provide timely reports and identify numbers and severity of collisions occurring at critical locations.
- To promote traffic records systems to reduce report preparation time.
- To build automated traffic records systems to reduce the time it takes to enter the incident into the system.
- To advocate automated systems that allow police department personnel to frequently receive information concerning officer assignments, citations, arrests, and high collision locations.
- To encourage the training of personnel in record processing and data retrieval and analysis.

III. TASKS

TASK 1 - PROGRAM DEVELOPMENT AND ADMINISTRATIVE COORDINATION

This task provides for the necessary staff time and expenses incurred by OTS that are directly related to the planning, development, coordination, monitoring, auditing, and evaluation of projects within this program area, and the preparation of the 2005 Highway Safety Plan. This plan includes projects that will be continued from prior fiscal years. Funding is also provided in this task for the printing of brochures and pamphlets, distributing literature and media materials developed through successful projects, or obtained from other sources. Assistance is also provided under this task to individuals to attend and participate in technology transfer workshops, training sessions, or educational meetings or conferences.

TASK 2 - DATA RECORDS DESIGN AND IMPLEMENTATION

Projects funded in this task provide the databases and data record design by which local agencies can supplement existing collision record programs with needed roadway data.

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TR0303 - SANTA ANA POLICE DEPARTMENT

Initiated in fiscal year 2003, the "Hand-held Citation, Collision and DUI Report Writing and Data Management Project" is continued into fiscal year 2004. The project provides funds for hand-held devices with a printer and software upgrades. The primary goal of this project is to implement the hand-held computer applications that will fully automate the traffic citation/collision and DUI report writing process. The intended hand-held system will also be used to support directed enforcement programs that reduce the frequency and severity of traffic collisions throughout the city. The intent of the system is to increase the productivity of the department's traffic enforcement personnel and provide management with more timely and accurate information upon which to base directed enforcement and other traffic-related safety programs. (\$0.00)

TASK 3 - COMPREHENSIVE DATA SYSTEM DESIGN AND IMPLEMENTATION

Projects funded in this task include activities that are broadly based and encompass records systems that include law enforcement, collision investigation, traffic engineering, adjudication, and emergency medical services. It is within this task that comprehensive systems, such as GIS are funded.

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TR0401 - JUDICIAL COUNCIL OF CALIFORNIA, ADMINISTRATIVE OFFICE OF THE COURTS

A new "Improved Uniform Bail and Penalty Schedule" is planned for fiscal year 2004. The project will provide funds for temporary personnel to develop a database and updated bail schedule. The primary goal of this project is to improve the Uniform Bail and Penalty Schedule by developing a database that includes all infraction and misdemeanor violations of the Vehicle Code that are citable and reportable to DMV. The database will be made available electronically to all California Courts. These changes will increase traffic safety by

improving driver records and removing problem drivers from California's roadways through proper application of fines and penalties. (\$29,000)

TR0403 - DEPARTMENT OF MOTOR VEHICLES

A new "Development of a Driver License Application Management Information System (State II)" is planned for fiscal year 2004. The project will provide funds for personnel, training, travel, and computer hardware and software. The primary goal of the project is to develop and evaluate a prototype driver license application management information system and statistical database that would provide data for use in traffic safety research studies and monitoring driver licensing program operations. (\$96,755)

TASK 4 - HIGH RISK DRIVER IDENTIFICATION DATA CAPTURE IMPROVEMENT PROJECTS

Projects funded under this task are primarily concerned with developing the methodology to correctly identify high-risk drivers and the subsequent development of software to allow for the tracking of the identified high-risk drivers

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TR0012 - DEPARTMENT OF MOTOR VEHICLES

Initiated in fiscal year 2000, the "Development of a Statewide Outreach Program Between Driver Safety and Local Law Enforcement Agencies and Forensic Laboratories" project is continued into fiscal year 2004. The project provides funds for personnel, travel, training, laptop computers, conferences and indirect costs. Project activities include training law enforcement agencies and forensic laboratories, and disseminating an Administrative Per Se training video. (\$36,899.66)

TR0302 - CALIFORNIA DEPARTMENT OF MOTOR VEHICLES

A new "Development of a Long Range Strategy and Procurement of a Biometrics Verification System is planned for fiscal year 2003. The project provides funds for consultant services to advise DMV how to implement a Biometrics Verification System (BVS). The design will ensure that one person has only one driver's license or identification (DL/ID) number and one DL/ID number belongs to only one person. The consultant will include developing the requirements necessary to secure a contractor to develop the BVS, and to develop a plan on cleansing the 80+ million images contained in the image database. (\$250,000)

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TR0002 - DEPARTMENT OF TRANSPORTATION

Initiated in fiscal year 2000, the "Collision Recording and Documentation Project" is continued into fiscal year 2004. The project seeks to provide enhancements to equipment and techniques and to improve the procedures and the effectiveness of collision documentation and analysis. This project also seeks to increase the accuracy of the crash data collected and thereby minimize disputed factual data. The planned collision documentation data set and analysis will allow for a thorough understanding of collision causes to subsequently reduce the likelihood of additional crashes. (\$247,647) (Q08)

TR0006 - CALIFORNIA DEPARTMENT OF MOTOR VEHICLES

Initiated in fiscal year 2001, the "Development and Evaluation of an Educational Strategy for Decreasing the Collision Risk of High Risk Elderly Drivers" project is continued into fiscal year 2004. The project provides funds for personnel, educational materials, postage, and

indirect costs. Project activities include the identification of groups of elderly drivers with inflated crash rates, development and dissemination of an educational self-assessment kit,

follow-up evaluation of group crash data. The project goal is to decrease the crash rate of identifiable high-risk elderly drivers through educational and informational materials. (\$16,047)

TR0201 - CALIFORNIA DEPARTMENT OF MOTOR VEHICLES

Initiated in fiscal year 2002, the "Electronic DUI Forms" project is continued into fiscal year 2004. The project provides funds for travel, contractual services, two database servers, two application servers, two rack setups, digital directory server two QL servers and software. Project activities include the development and implementation of an automated system that, via the Internet will allow DUI treatment program providers to report directly to DMV on the progress of individuals mandated to DUI treatment. The project goals are to expedite the update of participant driving records and notification to the offender of license suspension, revocation, restriction, or reinstatement. Due to implementation delays, this project was previously known as TR0008. (\$545,839)

**FISCAL YEAR 2004 PROGRAM FUNDING
(TRAFFIC RECORDS)**

Task	Title		Major Cost Items					
1	Program Development and Administrative Coordination		Personnel and Operating Expenses					
2	Data Records Design and Implementation		Consultant Services and Computer Equipment					
3	Comprehensive Data System Design and Implementation		Staff Salaries, Consultant Services and Computer Equipment					
4	High Risk Driver Identification Data Capture Improvement Projects		Staff Salaries, Consultant Services and Computer Equipment					
Program Code	Task No/ Agency	Funding Sources/Codes						Estimated Agency Contribution
		157	163	402	405	410	411	
TR	1 Local	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
	State	\$0.00	\$0.00	\$104,908.00	\$0.00	\$0.00	\$0.00	\$0.00
TR	2 Local	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$182,500.00
	State	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
TR	3 Local	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
	State	\$0.00	\$125,755.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
TR	4 Local	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
	State	\$250,000.00	\$809,533.00	\$0.00	\$0.00	\$0.00	\$0.00	\$446,831.00
PSP TOTALS								
LOCAL:		\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$182,500.00
STATE:		\$250,000.00	\$935,288.00	\$104,908.00	\$0.00	\$0.00	\$0.00	\$446,831.00

**FISCAL YEAR 2004 PROGRAM FUNDING
(ROADWAY SAFETY PROGRAMS)**

Task	Title				Major Cost Items			
6	Equipment				Air Velocity Deer Whistles, In-Pavement Lighting System			
7	Infrastructure Improvement				Contractual Services			

